Critiquing Gliccit: A comprehensive analysis of data presented, and their history in the commentary community

7th June 2025

Abstract

Due to personal motivations, *Gliccit* attempted to leverage drama-commentary YouTuber *WillyMacShow* into presenting botched analysis of whether reactions harm original videos, with numerous perplexing oversights present.

Gliccit's method is expanded upon so it may be understood, then multiple counterarguments highlighted to elucidate its failings.

Several fundamental flaws are demonstrated, such as an invalid normalisation procedure, incorrect data type within the test distribution, and a blatantly obvious miscalculation currently unnoticed within a featured graph. Furthermore, the conclusions Gliccit wishes to draw from his analyses are refuted.

Due to Gliccit's appalling work, evidence is presented that highlights his personal biases and motivations, all of which suggest that Gliccit is unfit to serve as a mediating statistician in this context.

Conflicts of interest are exposed, such as Gliccit's personal appreciation for react content,[1] public disagreement with DarkViperAU in a Reddit post from 2022,[2] knowingly leveraging drama livestreamers to broadcast Gliccit's attacks in the past,[3] and Gliccit reaching out to WillyMacShow to be featured in his series.[4]

Gliccit is one of the least appropriate to be performing statistical analyses for this subject, and to imply him as capable is dishonest, if not malicious.

[1] Which Gliccit has been consuming since at least 2019.
[2] Where Gliccit misunderstood the purpose of DarkViperAU's arguments against react content.
[3] Which do appear to have been effective.
[4] Which contradicts the assumption that WillyMacShow went looking for a data analyst.

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1 Introduction

This document requires a considerable amount of context for an uninformed reader, and so this section is unusually large for what is mostly a critique of statistics. Those familiar with the ongoing "react content debate", specifically the digression between *DarkViperAU* and *WillyMacShow* can skim this section.

1.1 Intended Audience

It is certainly a challenge writing a report accessible to a large audience, especially to those outside of the scientific community. Addressing issues present in *Gliccit*'s work does require some use of statistics, however it is not necessary to understand every calculation to also understand their purpose and/or any relevant findings.

This publication is also intended to be read by Gliccit themselves, as it is a critique of their work. Consequently, this report requires rigour to pass scrutiny from those with experience in statistics, and palatability to those with no mathematical experience.

With no offence intended to the reader, it is unlikely that you will be able to fully discern the mathematical formulae given in this document. You may also find it difficult to read certain graphs when presented.

As such, whenever I have to throw up a bunch of Greek letters or symbols to represent an equation, I will note whether the formula is necessary to be understood (or merely bookkeeping), and if it **is** actually important, I will attempt to break down the key concepts without giving you a lecture in first-year statistics.

Additionally, whenever a graph is presented, I will explain how the graph is to be read, and may occasionally tack on some visual aids (which are not typically seen in scientific reports).

Most of the findings in this document require no knowledge of statistics, and are more-so fundamental concepts that can be understood and accepted without extensive proofs. Gliccit wishes to make arguments in a statistical context, and so are most appropriately reviewed using statistical methods.

1.2 Context and considerations

The series of events that precedes this data is scattered, at times heavily opinionated, and almost always imbued in some form of controversy. Having reviewed the history myself, I've come to the conclusion that I can in no way succinctly describe these events to everyone's satisfaction.

Too many people with too differing of opinions all want to weigh in on what they believe is the correct retelling of this story, and everyone wants to skim over important information weakening their argument and/or interject with unnecessary tangents that bend the narrative in their favour.

I will be purposefully skipping over several details irrelevant to the context of this report.

1.2.1 How did we get here?

The first key event in this story is likely when YouTuber *DarkViperAU* [1] [2] (often referred to by their real name, "Matt") contacted drama livestreamer *ChudLogic* [3] via Discord in late 2022 to share a brief conversation clarifying Matt's opinions regarding a specific type of livestreaming content.

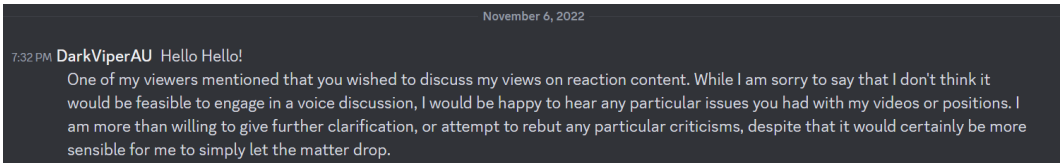

November 6, 2022
7:32 PM DarkViperAU Hello Hello!
One of my viewers mentioned that you wished to discuss my views on reaction content. While I am sorry to say that I don't think it would be feasible to engage in a voice discussion, I would be happy to hear any particular issues you had with my videos or positions. I am more than willing to give further clarification, or attempt to rebut any particular criticisms, despite that it would certainly be more sensible for me to simply let the matter drop.

Figure 1: Matt contacts ChudLogic.

By this point, DarkViperAU was known for having strong opinions against specific kinds of "react content",[5] having published a large video series [4] and multiple essays [5] [6] attempting to break down the different ways in which react content harms everyone on YouTube.

ChudLogic wished to receive clarification on if there were specific types of content that reactions should be given exception to, and a mutual viewer between the two internet personalities reached out, suggesting the two could share a debate.

[5] A form of media entertainment whose main attraction is watching other media entertainment without prior knowledge, usually with a collective audience, often rebroadcasting said media in the process to said audience.

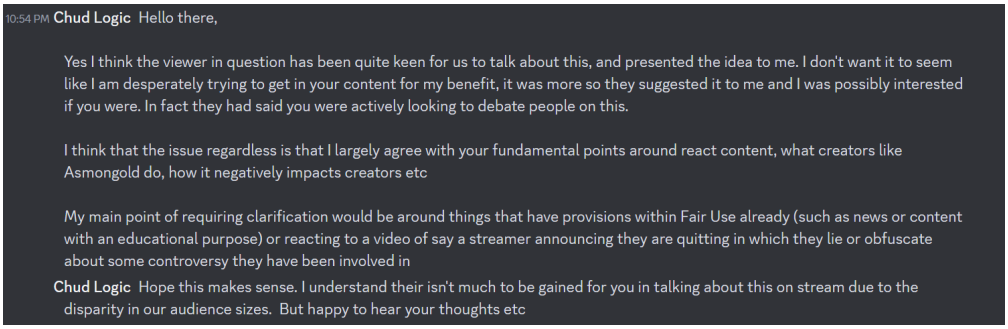

10:54 PM Chud Logic Hello there,
Yes I think the viewer in question has been quite keen for us to talk about this, and presented the idea to me. I don't want it to seem like I am desperately trying to get in your content for my benefit, it was more so they suggested it to me and I was possibly interested if you were. In fact they had said you were actively looking to debate people on this.
I think that the issue regardless is that I largely agree with your fundamental points around react content, what creators like Asmongold do, how it negatively impacts creators etc
My main point of requiring clarification would be around things that have provisions within Fair Use already (such as news or content with an educational purpose) or reacting to a video of say a streamer announcing they are quitting in which they lie or obfuscate about some controversy they have been involved in
Chud Logic Hope this makes sense. I understand their isn't much to be gained for you in talking about this on stream due to the disparity in our audience sizes. But happy to hear your thoughts etc

Figure 2: ChudLogic elaborates regarding reacting to news segments, educational content, and/or exposing the truth.

Matt responds with discussion as to what additional considerations are needed regarding these clarifications, such as whether someone was rebroadcasting a news report or merely retelling the facts they had heard in their own words. Matt elaborates further that there are other reasons one should not consider reacting to news, commentary, or criticism of others, as these have a much higher risk of inadvertently spreading misinformation in the process.

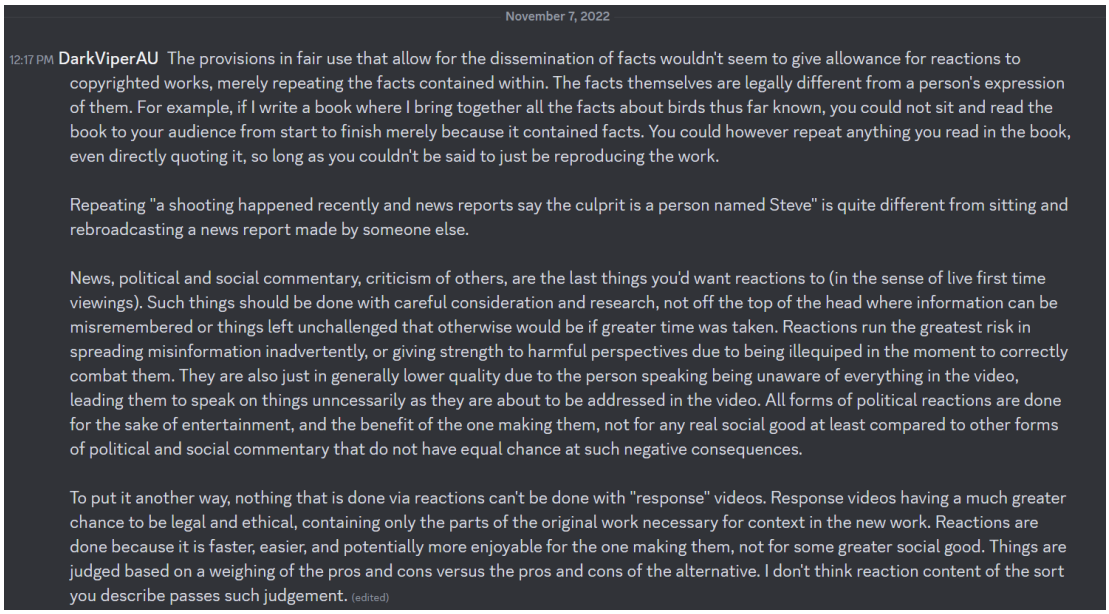

November 7, 2022
12:17 PM DarkViperAU The provisions in fair use that allow for the dissemination of facts wouldn't seem to give allowance for reactions to copyrighted works, merely repeating the facts contained within. The facts themselves are legally different from a person's expression of them. For example, if I write a book where I bring together all the facts about birds thus far known, you could not sit and read the book to your audience from start to finish merely because it contained facts. You could however repeat anything you read in the book, even directly quoting it, so long as you couldn't be said to just be reproducing the work.
Repeating "a shooting happened recently and news reports say the culprit is a person named Steve" is quite different from sitting and rebroadcasting a news report made by someone else.
News, political and social commentary, criticism of others, are the last things you'd want reactions to (in the sense of live first time viewings). Such things should be done with careful consideration and research, not off the top of the head where information can be misremembered or things left unchallenged that otherwise would be if greater time was taken. Reactions run the greatest risk in spreading misinformation inadvertently, or giving strength to harmful perspectives due to being illequiped in the moment to correctly combat them. They are also just in generally lower quality due to the person speaking being unaware of everything in the video, leading them to speak on things unncessarily as they are about to be addressed in the video. All forms of political reactions are done for the sake of entertainment, and the benefit of the one making them, not for any real social good at least compared to other forms of political and social commentary that do not have equal chance at such negative consequences.
To put it another way, nothing that is done via reactions can't be done with "response" videos. Response videos having a much greater chance to be legal and ethical, containing only the parts of the original work necessary for context in the new work. Reactions are done because it is faster, easier, and potentially more enjoyable for the one making them, not for some greater social good. Things are judged based on a weighing of the pros and cons versus the pros and cons of the alternative. I don't think reaction content of the sort you describe passes such judgement. (edited)

Figure 3: Matt's response.

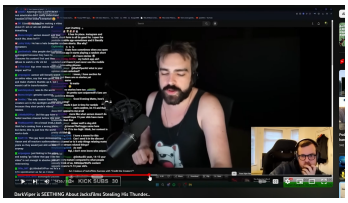
Important to this story is that at the end of this response, Matt states that he does not believe the react content ChudLogic wishes to receive clarification on (incidentally, the content ChudLogic also creates) could be considered Fair Use.[6]

[6] A frequently leveraged defence of broadcasting unlicensed copyrighted works for the purposes of commentary or criticism. Some attempt to apply Fair Use as a defence for producing react content.

Almost exactly 1 year later, on the 10th of November 2023, ChudLogic[7] uploaded a segment of his livestream from the day prior, in which ChudLogic played the entirety of one of DarkViperAU's videos (hosted on his secondary commentary channel, *Viper Rambles*), with ChudLogic watching and then pausing occasionally to interject with his own thoughts and opinions.

(a) [Viper Rambles] Original video. [7]

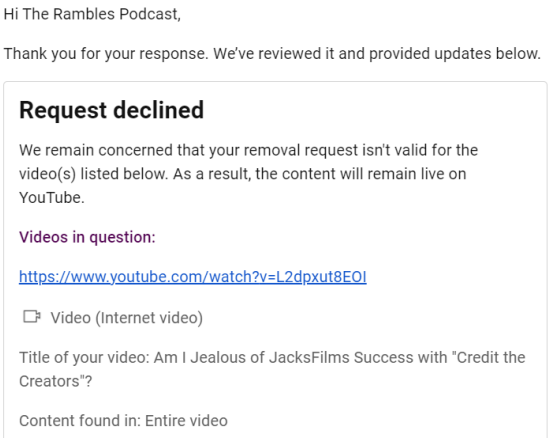
(b) [ChudLogic] Reuploaded video. [8]



(c) [ChudLogic] Recovered screenshot of ChudLogic's video.

Figure 4: Demonstration that DarkViperAU's video was reuploaded by ChudLogic.

As this did include a full unlicensed rebroadcasting of DarkViperAU's work, he filed a DMCA takedown notice with YouTube which was rejected.[8]



Hi The Rambles Podcast,

Thank you for your response. We've reviewed it and provided updates below.

Request declined

We remain concerned that your removal request isn't valid for the video(s) listed below. As a result, the content will remain live on YouTube.

Videos in question:

https://www.youtube.com/watch?v=L2dpxut8EOI

Video (Internet video)

Title of your video: Am I Jealous of JacksFilms Success with "Credit the Creators"?

Content found in: Entire video

Figure 5: YouTube rejecting DarkViperAU's DMCA claim.

DarkViperAU then hired a lawyer in an effort to pursue the takedown notice and perhaps eventually argue the situation in court. [9] [9]

[7] As I understand it, ChudLogic doesn't create his videos and instead hires an editor that clips his livestreams, creates thumbnails and titles and then uploads them to the channel, similar to Asmongold's relations with his "editors" that upload segments of his livestreams.

[8] The nature and quality of ChudLogic's critique is widely contested and unrelated to the purpose of this report, as are the reasons for why the dispute was initially rejected, and the controversy that ensued surrounding the failed DMCA takedown.

[9] No legal proceedings were actually engaged, more specifically a lawyer on Matt's behalf attempted to contact YouTube multiple times to review the takedown notice.

On the 20th of March 2024, ChudLogic's video was taken down and ChudLogic was issued a copyright strike. [10] This, again, sparked more controversy within the drama-commentary community, and led to WillyMacShow taking further interest in the discussion.[10]

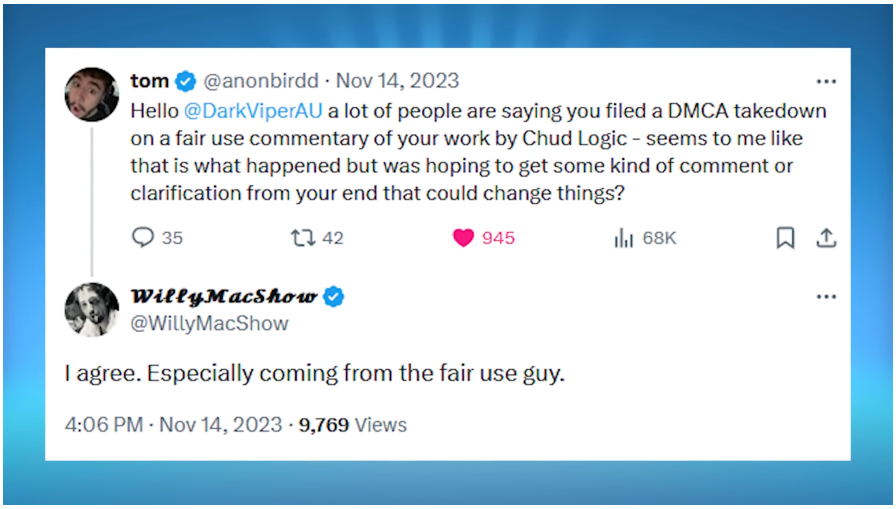

tom @anonbirdd · Nov 14, 2023
Hello @DarkViperAU a lot of people are saying you filed a DMCA takedown on a fair use commentary of your work by Chud Logic - seems to me like that is what happened but was hoping to get some kind of comment or clarification from your end that could change things?
35
42
945
68K
WillyMacShow
@WillyMacShow
I agree. Especially coming from the fair use guy.
4:06 PM · Nov 14, 2023 · 9,769 Views

Figure 6: WillyMacShow was aware of the initial DMCA attempt when it occurred.

On the 17th of April 2024, WillyMacShow uploads a video titled "DarkViper Won't Stop — From React Debates to Lolcow", [11] [11] which was allegedly an attempt at showing both sides of this feud between DarkViperAU and ChudLogic.[12]

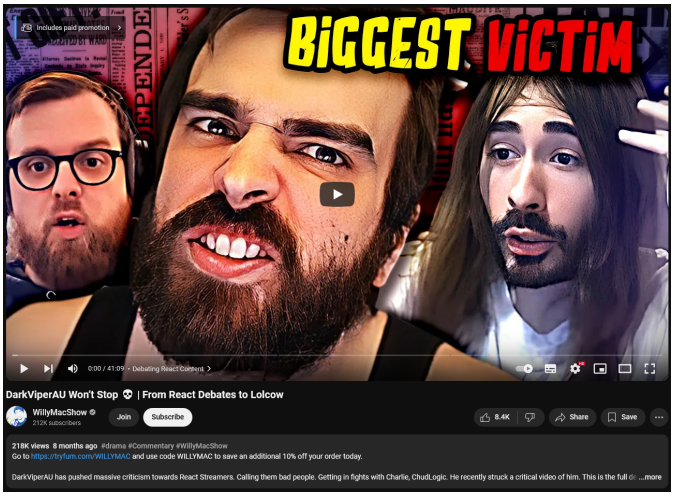


Figure 7: WillyMacShow's first video relating to DarkViperAU.

[10] I am again skipping over smaller details here, such as how DarkViperAU contacted WillyMacShow via Twitter DMs during the November 2023 DMCA takedown attempt, after WillyMacShow expressed public concern and requested that DarkViperAU publicly clarify if an impersonator was filing the takedown requests.

[11] Viewstats' analytics suggest the video may have possessed a different title that was more neutral within the first few hours, [12] however this was a very short amount of time and the title has remained as stated ever since.

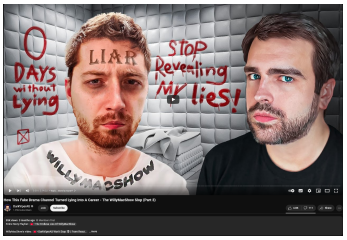
[12] Again, whether or not Willy's video actually is what it claims to be is irrelevant to this report.

DarkViperAU publicly announced that he would respond to WillyMacShow with a video of his own, however this was then later retracted as DarkViperAU believed it not worth the effort to debunk WillyMacShow.

With DarkViperAU considering whether people were actually believing the contents of Willy's video, DarkViperAU decided to finish his response for which 3 videos have been released,[13] [14] [15] [13] the 4th and (likely) final one intended to release alongside this report.

(a) 2nd November 2024

(b) 15th December 2024



(c) 24th December 2024

Figure 8: Videos released by DarkViperAU so far pertaining to debunking WillyMacShow's first video.

One day before Matt released the third video in the series, WillyMacShow countered by releasing his own additional video on the 23rd of December, 2024.[17]

Figure 9: WillyMacShow's second video.

This second video of WillyMacShow's (Figure 9) is where Gliccit's work is located, and as such is the focus of the remainder of this report.

[13] There exist earlier, smaller videos by DarkViperAU relating to WillyMacShow which were released on the secondary Viper Rambles channel (before Willy released his first video), and some additional messages posted by both on Twitter, however (as with anything else I've skipped over) I have considered these unnecessary for the context of this report. [16]

1.2.2 Nature of publication

Gliccit's work is presented through an excerpt of a voice call with WillyMacShow within a drama-commentary video published on the 23rd of December 2024,[14] featured in a chapter currently titled "Data Analyst Analyzes ActMans & Internet Anarchist Channels".

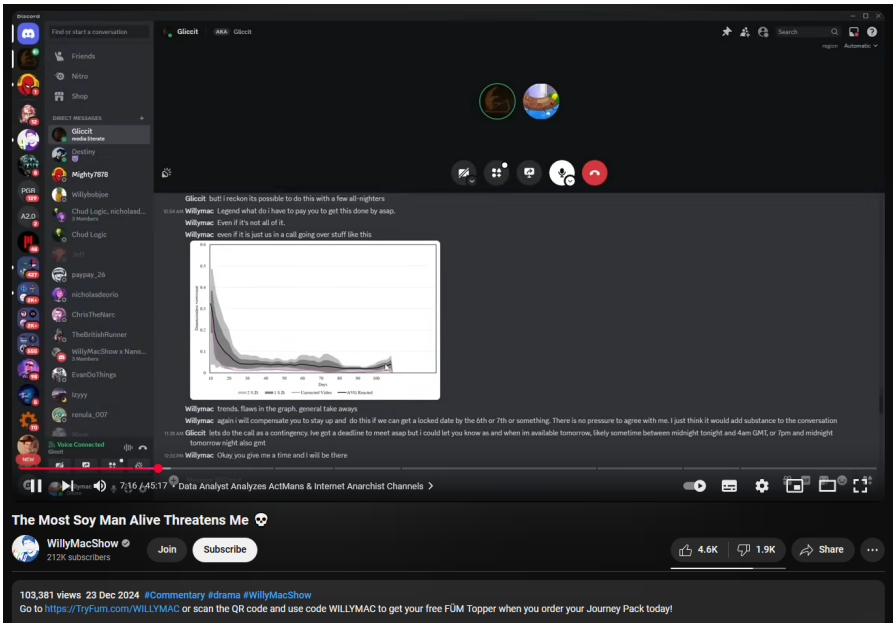

Gliccit
Friends
Nitro
Shop
Gliccit but! i reckon its possible to do this with a few all-nighters
Willymac Legend what do i have to pay you to get this done by asap.
Willymac Even if it's not all of it.
Willymac even if it is just us in a call going over stuff like this
Willymac trends, flaws in the graph, general take aways
Willymac again i will compensate you to stay up and do this if we can get a locked date by the 6th or 7th or something. There is no pressure to agree with me. I just think it would add substance to the conversation
Gliccit lets do the call as a contingency. Ive got a deadline to meet asap but i could let you know as and when im available tomorrow, likely sometime between midnight tonight and 4am GMT, or 7pm and midnight tomorrow night also gmt
Willymac Okay you give me a time and I will be there
7:16 / 45:17
Data Analyst Analyzes ActMans & Internet Anarchist Channels
The Most Soy Man Alive Threatens Me
WillyMacShow
212K subscribers
Join
Subscribe
4.6K
1.9K
Share
103,381 views 23 Dec 2024 #Commentary #drama #WillyMacShow
Go to https://TryFum.com/WILLYMAC or scan the QR code and use code WILLYMAC to get your free FÜM Topper when you order your Journey Pack today!

Figure 10: Gliccit's work is featured in the 3rd chapter of the video (between 6:00 and 13:26).

This highly-edited interview makes attribution of Gliccit's beliefs difficult: It is entirely possible that due to poor considerations when editing, WillyMacShow has implied Gliccit to be claiming something he actually did not, or to be holding a belief he actually does not; only once someone of note comes to a false conclusion, does WillyMacShow decide to release the full interview.

This is important to note, as WillyMacShow seems to make statements on Gliccit's behalf during the interview without presenting any evidence as to where such statements are sourced.

For example, WillyMacShow repeatedly (i.e. within this video and on social media) publicly refers to Gliccit as a "data analyst",[18] however trawling through social media posts reveals that Gliccit merely refers to themselves as being in "STEM"[15] from a prestigious UK[16] university, and makes no public specification about the type of degree(s) or qualification(s) they hold.

[14] I am not citing video titles due to both DarkViperAU and WillyMacShow changing them occasionally.
[15] Science, Technology, Engineering, Mathematics: A broad collection of fields that all involve some level of maths.
[16] Gliccit's nationality can be determined from his accent and other publicly available statements.

```
87
00:06:09,449 --> 00:06:12,811
Since my last Dark Viper video, I linked up with a data analyst named Glisten.
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Figure 11: A segment of the transcription of WillyMacShow's video where he introduces Gliccit.

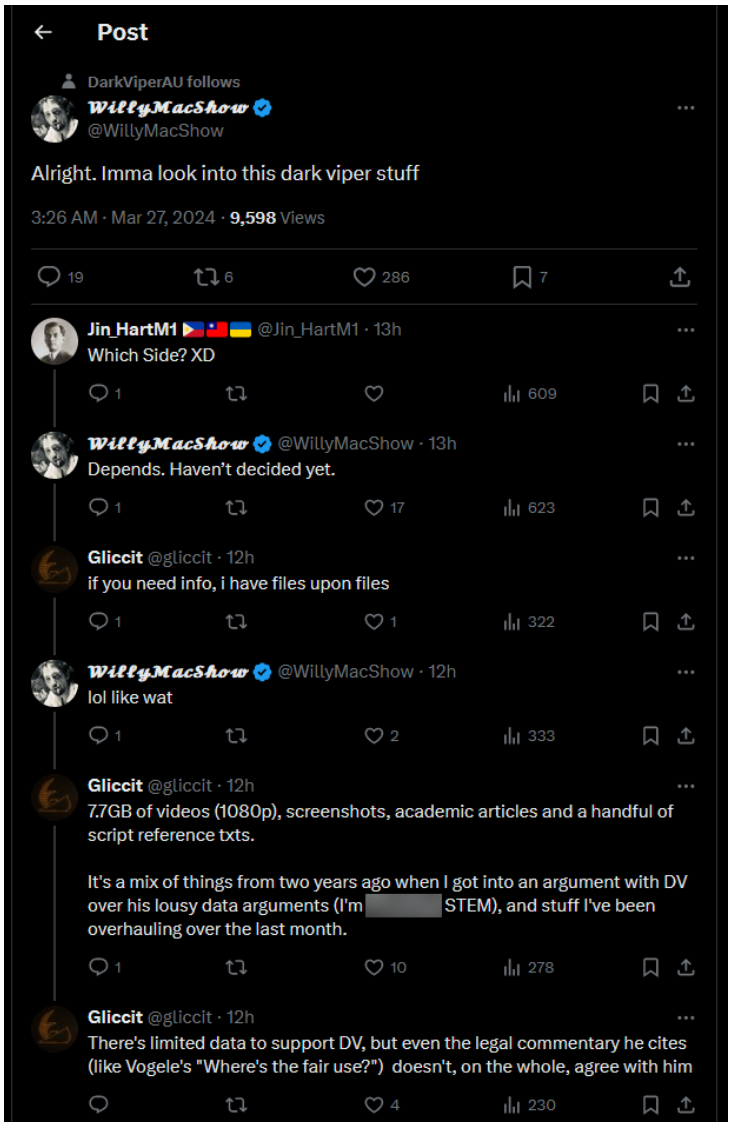

Post
DarkViperAU follows
WillyMacShow
@WillyMacShow
Alright. Imma look into this dark viper stuff
3:26 AM · Mar 27, 2024 · 9,598 Views
19
6
286
7
Jin_HartM1 @Jin_HartM1 · 13h
Which Side? XD
1
609
WillyMacShow @WillyMacShow · 13h
Depends. Haven't decided yet.
1
17
623
Gliccit @gliccit · 12h
if you need info, i have files upon files
1
1
322
WillyMacShow @WillyMacShow · 12h
lol like wat
1
2
333
Gliccit @gliccit · 12h
7.7GB of videos (1080p), screenshots, academic articles and a handful of script reference txts.
It's a mix of things from two years ago when I got into an argument with DV over his lousy data arguments (I'm [redacted] STEM), and stuff I've been overhauling over the last month.
1
10
278
Gliccit @gliccit · 12h
There's limited data to support DV, but even the legal commentary he cites (like Vogele's "Where's the fair use?") doesn't, on the whole, agree with him
4
230

Figure 12: Gliccit's most specific public claim about his credentials.[17]

[17] Gliccit would later delete this tweet[19] as he believed a specific qualifier (redacted in this screenshot) would risk allowing the "DV crowd to try to dox me".[20] This screenshot is necessary to show that Gliccit made contact with WillyMacShow well before he made his first video, which contradicts WillyMacShow's implication in Figure 11 and more broadly the rest of the segment, in that he went searching for a data analyst.

When WillyMacShow claims Gliccit to be a "data analyst" in his video, he places stock footage of analytics on screen[18] instead of presenting... literally anything else that could be of use to establishing this belief.

I wanted to change that since my last
Dark Viper video I linked up with a
In this video
Data Analyst Analyzes ActMans & Internet Anarchist Channels
English (auto-generated)
The Most Soy Man Alive Threatens Me

Figure 13: WillyMacShow presents stock footage instead of evidence.

If WillyMacShow believes Gliccit to be a data analyst, then surely WillyMacShow would present *why* he believes that to be the case?

Has Gliccit explicitly claimed that he holds a degree in statistics, or is Willy taking some creative liberties in Gliccit's claims to make them appear more proficient? Or, does WillyMacShow call Gliccit a data analyst because Willy is hearing words he doesn't understand and observing graphs he can't read?

It's important to understand who is making this claim so that if it is proven to be false, any blame is attributed to the correct individual. If Gliccit is in fact not a "data analyst", then who fabricated this fact? Did Willy exaggerate Gliccit's credentials, or did Gliccit exaggerate their own?

[18] WillyMacShow claims that he edits his own videos, and so his editing choices are his own.

Scrutinising the video, we can see some (likely unintentionally leaked) messages from the conversation between Willy and Gliccit, in which Gliccit claims to be applying for a PhD and is actively studying a degree,[19] however Gliccit never explicitly states here that he graduated with a degree in statistics.

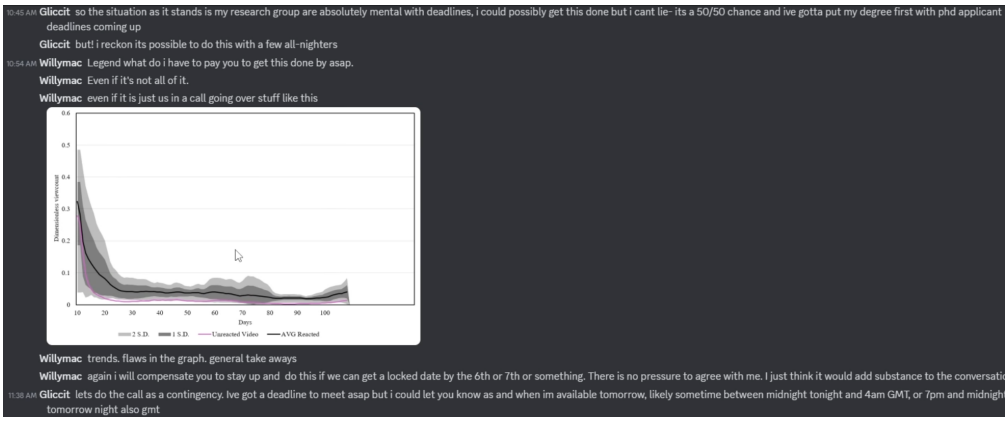

10:45 AM Gliccit so the situation as it stands is my research group are absolutely mental with deadlines, i could possibly get this done but i cant lie- its a 50/50 chance and ive gotta put my degree first with phd applicant deadlines coming up
Gliccit but! i reckon its possible to do this with a few all-nighters
10:54 AM Willymac Legend what do i have to pay you to get this done by asap.
Willymac Even if it's not all of it.
Willymac even if it is just us in a call going over stuff like this
Dimensionless viewcount
Days
2 S.D.
1 S.D.
Unreacted Video
AVG Reacted
Willymac trends. flaws in the graph. general take aways
Willymac again i will compensate you to stay up and do this if we can get a locked date by the 6th or 7th or something. There is no pressure to agree with me. I just think it would add substance to the conversati
11:38 AM Gliccit lets do the call as a contingency. Ive got a deadline to meet asap but i could let you know as and when im available tomorrow, likely sometime between midnight tonight and 4am GMT, or 7pm and midnigh tomorrow night also gmt

Figure 14: WillyMacShow and Gliccit negotiate a meeting time for the call shown in the video.

This "ambiguous responsibility of authorship" (i.e. "Who claimed first Gliccit to be a data analyst?") is littered throughout the entire chapter; in some cases I am forced to follow absurdly lengthy chains of logic to arrive at sensible conclusions:

Attempting to understand each person's motivations for making the statements they have, I believe Gliccit is a graduate in STEM, but **not** a statistician. More specifically, I believe Gliccit may have graduated with a degree requiring a considerable amount of data modelling such as Chemistry, Biology, or Ecology.

If Gliccit were a data analyst, then surely they would have put this at the forefront of their argument instead of genericising their expertise all the time, and I refuse to believe that a graduate statistician could produce such poor work.

This leads to the conclusion that Willy is, to a degree, lying that Gliccit is a data analyst.

[19] Surely a Master's degree given their PhD application?

However, it is of course possible that Gliccit truly **does** hold a degree in statistics. Regardless of the embarrassment that may come from it, all Gliccit would have to do to is feign transparency on this particular issue (i.e. providing proof of a degree) and I look like a fool for coming to the wrong conclusion, despite doing literally everything I could given the limited amount of information available to arrive at a fair answer.

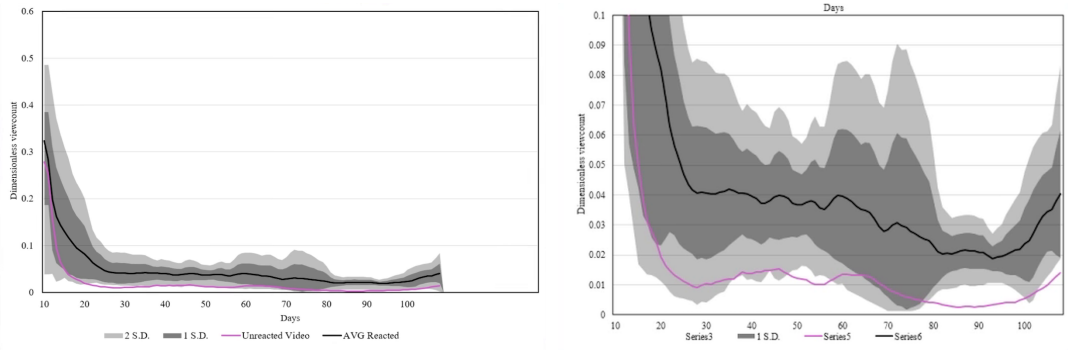
And so, if something is presented within this document later proven untrue via new evidence, consider whether Willy and/or Gliccit were withholding this information to prevent fair analysis of Gliccit's work. Similarly, note that some may attempt to distract from significant findings by rebutting small segments of this document with "gotchas" that were impossible to have known at the time.

In an effort to mitigate these issues, whenever I have to come to a conclusion about who is to blame for an error or why it occurred, I will often have to lay out multiple possible scenarios (of which at least hopefully one of them true), each with a varying level of charitably for any given individual.

My hope is that by demonstrating a flow of logic when coming to a conclusion, if it turns out to be false, you will be able to see where I made a "wrong turn", and whether it was justified given what was publicly known at the time. Fortunately, in most cases who is to blame is largely irrelevant, and the results remain the same regardless of who caused it or why.

1.2.3 Data presented

The main graph presented in Willy's video is intended to be an analysis of the performance of various videos from YouTube channel *Internet Anarchist*, and as such is the focus of scrutiny in this report.

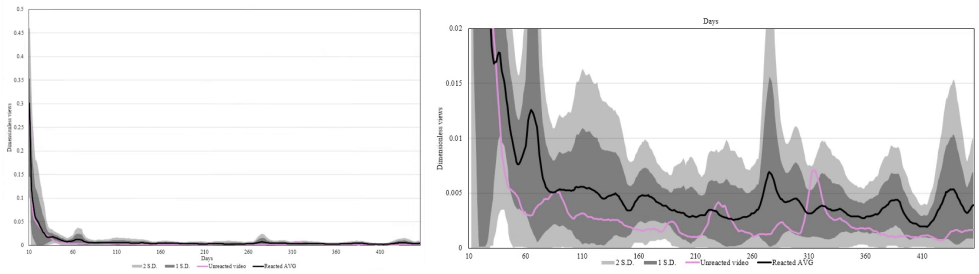


(a) First revision (before interview).

(b) Second revision (during interview).

Figure 15: The graph on the right was produced during the interview, intended to be a zoomed version of graph (a). Gliccit seems to hold the position that this graph contains significant findings.

Gliccit also provides data for a second channel, *TheActMan*, however this second set of data is less interesting as the findings were not significant.



(a) Full view.

(b) Vertical axis stretched.

Figure 16: There also exists a third graph for TheActMan which included additional tests, however none of those them proved interesting nor were they properly explained in WillyMacShow's video.

Gliccit has also stated publicly elsewhere that he performed similar analysis for other channels.[21]

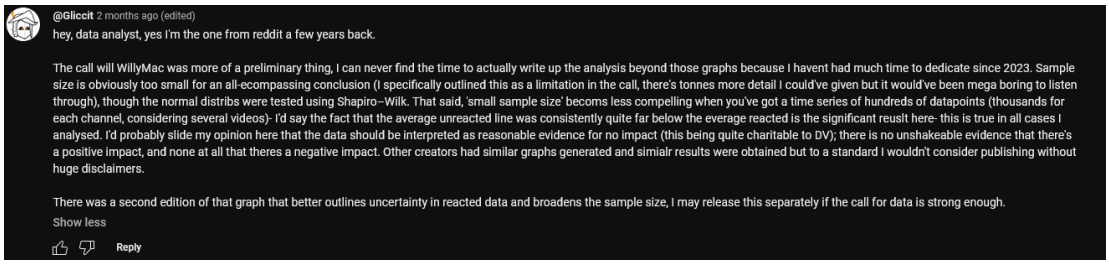

@Gliccit 2 months ago (edited)
hey, data analyst, yes I'm the one from reddit a few years back.
The call will WillyMac was more of a preliminary thing, I can never find the time to actually write up the analysis beyond those graphs because I havent had much time to dedicate since 2023. Sample size is obviously too small for an all-ecompassing conclusion (I specifically outlined this as a limitation in the call, there's tonnes more detail I could've given but it would've been mega boring to listen through), though the normal distribs were tested using Shapiro–Wilk. That said, 'small sample size' becoms less compelling when you've got a time series of hundreds of datapoints (thousands for each channel, considering several videos)- I'd say the fact that the average unreacted line was consistently quite far below the everage reacted is the significant reuslt here- this is true in all cases I analysed. I'd probably slide my opinion here that the data should be interpreted as reasonable evidence for no impact (this being quite charitable to DV); there is no unshakeable evidence that there's a positive impact, and none at all that theres a negative impact. Other creators had similar graphs generated and simialr results were obtained but to a standard I wouldn't consider publishing without huge disclaimers.
There was a second edition of that graph that better outlines uncertainty in reacted data and broadens the sample size, I may release this separately if the call for data is strong enough.
Show less
Reply

Figure 17: Gliccit only intends to release a broadened sample size if the call for data is strong enough.

Unfortunately, it seems that Gliccit isn't particularly motivated in completing the write-up. As such, Figure 15 is essentially all the data we have to work with. Some of the oddities present in this figure are better discussed immediately, the rest occurring later in the report.

First, the suffix *"-count"* in Gliccit's vertical axis, *"dimensionless viewcount"* is misleading. This is not a count of data, but a rate of data.[20] Gliccit is determining a rate of views (i.e. how many views were counted per day), and so a more accurate description would have been *"viewcount per day"*, *"daily viewcount"* or *"view rate"*.

Secondly, the use of *"dimensionless"* here–while mathematically correct–is obscure. Most people won't understand how an axis can measure something dimensionless; an equivalent term such as *"normalised"* (which was also used to describe the units of the vertical axis during the interview) would be more digestible to a general audience.

While it may seem trivial to critique axes names, this justifies why I will be adjusting some of them when I generate my own graphs.

I will be renaming the vertical axis to *"percentage of maximum daily views"*, which more intuitively and concretely describes the range of possible values (0% to 100%) and also encapsulates the normalisation procedure. The values themselves remain unchanged; only the description is altered.

[20] When you perform a "counting experiment" in science, you're usually counting up from 0 and increasing by 1 every time a specific event occurs (such as recording a Geiger counter on a radioactive sample). If the experiment is to count over specific intervals of time, it specifies as such (and the description of its' dimensions has an appropriate quantifier such as "per second" or "per hour").

1.2.4 Method performed

I am quite certain that when WillyMacShow says *"Gliccit divided the views per day by the maximum views per day to normalise each data set, and modelled each day as a Normal distribution"*, he has absolutely no idea what he said other than the word "normal" a couple of times which is probably good for when you do analysis.

Someone with the right background might understand WillyMacShow's statement, however I will still restate what I believe Gliccit's analysis to have been regardless; both to educate the general audience, and to highlight the ambiguous portions of Gliccit's method in which I've been forced to make assumptions. These assumptions may sometimes result in critiques of what I am assuming to be Gliccit's method of analysis, and so will be done with the best of intentions.

In order to reproduce the graphs present in Gliccit's publication, one should first obtain the total view counts on any given day of a set of videos.[21] This demonstration will use just 3 videos; real analysis would require significantly more.

	Day 0	Day 1	Day 2	Day 3	Day 4	Day 5	...	Day 29	Day 30	Day 31
Video 1	0	717,193	986,033	1,164,284	1,272,659	1,332,701		1,875,576	1,885,329	1,895,937
Video 2	0	383,584	541,746	634,307	695,388	732,885		1,039,032	1,043,627	1,048,215
Video 3	0	237,625	341,621	379,413	396,534	409,301		528,832	531,833	534,802

Table 1: Total view counts.[22]

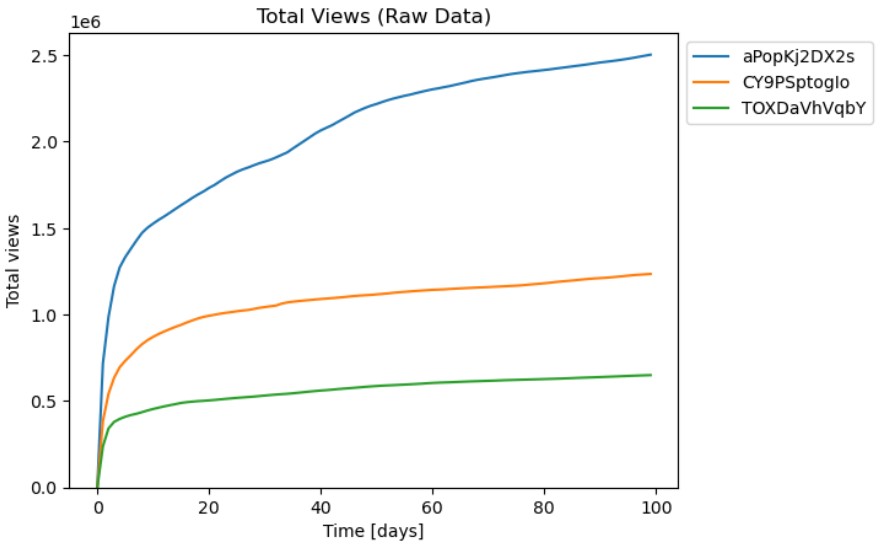


Figure 18: Plot of the data shown in Table 1.

[21] For this approach to work, the view count must be recorded exactly at (or at least very close to) 24-hour intervals after the video's release. For simplicity, I will assume the data is in this format. For approximations in other cases, see Appendix A.

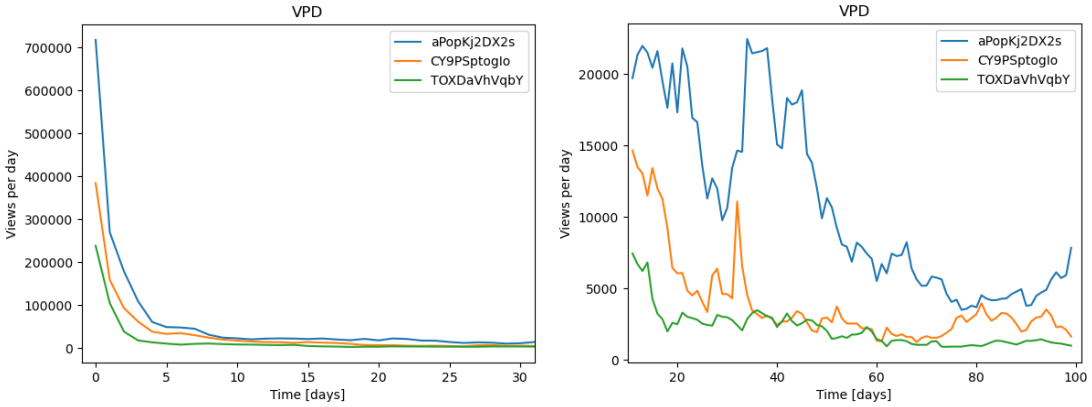
[22] This example uses data sourced from various *Internet Anarchist* videos, however, whether these videos would actually be placed in Gliccit's aggregate is ignored. This example only simulates how data transforms under Gliccit's model, not whether the videos selected for the aggregate are valid. Using real data was easier than attempting to generate it. Video IDs: [aPopKj2DX2s] [CY9PSptogIo] [TOXDaVhVqbY]

Then, Gliccit calculates the difference between any given day's view count to determine how many views the video gained on that day. The formula for this is simply:

$$\text{Views gained today} = \text{Total views tomorrow} - \text{Total views today} \tag{1}$$

	Day 0	Day 1	Day 2	Day 3	Day 4	Day 5	...	Day 29	Day 30	Day 31
Video 1	717,193	268,840	178,251	108,375	60,042	48,249		9,753	10,608	13,422
Video 2	383,584	158,162	92,561	61,081	37,497	32,331		4,595	4,588	4,294
Video 3	237,625	103,996	37,792	17,121	12,767	9,769		3,001	2,969	2,764

Table 2: Views per day.



(a) 0 to 30 days.

(b) 10 to 100 days.

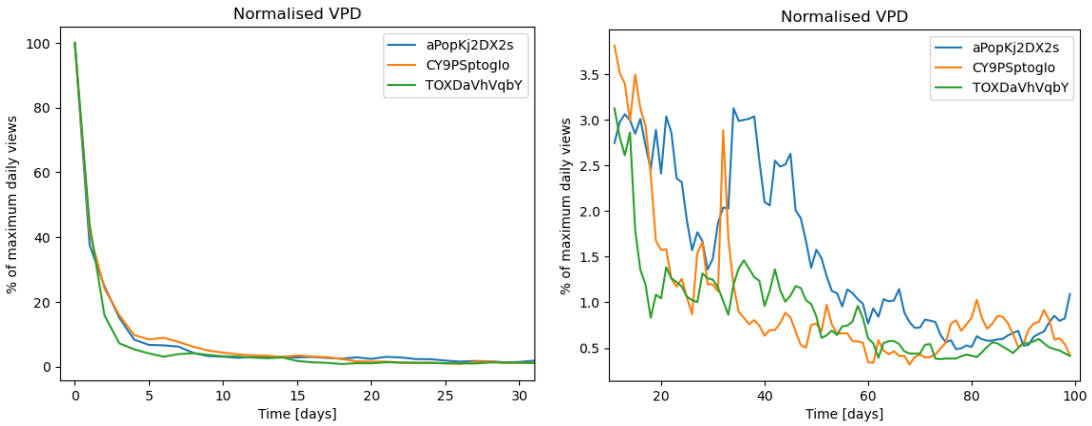
Figure 19: Gliccit only displays his data from beyond 10 days, which is similar to the graph on the right.

To quote Gliccit, these view-per-day curves can *"go all over the place"*. Gliccit attempts to remedy this by finding a video's maximum views-per-day value, and then dividing every value (including itself) by said maximum. This process is known in statistics as "normalisation", and results in every value in the dataset varying between only 0 and 1, or equivalently 0% and 100%.

$$\%\text{ of maximum views per day} = \frac{\text{Views gained today}}{\text{Maximum views gained on any day}} \tag{2}$$

	Day 0	Day 1	Day 2	Day 3	Day 4	Day 5	...	Day 29	Day 30	Day 31
Video 1	100%	37.49%	24.85%	15.11%	8.37%	6.73%		1.36%	1.48%	1.87%
Video 2	100%	41.23%	24.13%	15.92%	9.78%	8.43%		1.20%	1.20%	1.12%
Video 3	100%	43.76%	15.90%	7.20%	5.37%	4.11%		1.26%	1.25%	1.16%

Table 3: Normalised views per day. Intuitively, the maximum views gained for these three videos was on the first day after the video's release.



(a) 0 to 30 days.

(b) 10 to 100 days.

Figure 20: Normalisation process for each video. Now each video starts at 100%, and the VPD curves seem to overlap more.

Gliccit repeats this process for several videos to create a dataset that he will then aggregate into what is known as a "Gaussian" (or "Normal") probability distribution.[22] This process reduces the dataset from an arbitrary number of videos into two values: The average of normalised views per day (written as μ), and the "uncertainty" in said average (written as σ).[23]

To compute μ, one simply takes the average of all videos' normalised views per day on any given day (example shown for Day 1):[24]

$$\mu = \frac{1}{n}\left(\sum_{i=1}^{n} x_i\right) = \frac{1}{3}\left(\sum_{i=1}^{3} x_i\right) = \frac{37.49\% + 41.23\% + 43.76\%}{3} = 40.83\% \tag{3}$$

For this report, I will assume that Gliccit is considering each day to be a repeated measurement, or in other words, that all measurements taken on "Day 1" are considered to be the same measurement.[25] This results in the following best estimate of the uncertainty:

$$\sigma = \frac{s_x}{\sqrt{n}} \tag{4}$$

where s_x is the *sample standard deviation* formula given by:

$$s_x = \sqrt{\frac{\sum_{i=1}^{n}(x_i - \mu)^2}{n-1}} \tag{5}$$

This essentially encapsulates how "different" the values were when you calculated the average using Equation 3. If $\sigma = 0$ then every value in that average was identical.

[23] Mathematicians and statisticians will refer to the average as the "arithmetic mean", and insist you refer to the uncertainty as the "standard deviation". Since this is written for a general audience, I will use more digestible descriptions instead.

[24] You do not need to know how to read this formula to understand what an average is and how to calculate it.

[25] I am sceptical as to whether this assumption truly holds, however this is the smallest sensible approach to estimate the uncertainty I can think of that Gliccit might have used.

	Day 0	Day 1	Day 2	Day 3	Day 4	Day 5	...	Day 29	Day 30	Day 31
μ	100%	40.83%	24.85%	21.63%	12.75%	7.84%		1.55%	1.27%	1.31%
σ	0.00%	1.82%	2.87%	2.78%	1.30%	1.26%		0.05%	0.09%	0.24%

Table 4: Aggregated normalised views per day.

The μ and σ values for each day are then implicitly used to create Gaussian probability distributions for each day:[26]

$$f(x|\mu,\sigma) = \frac{1}{\sqrt{2\pi\sigma^2}} \cdot \exp\left(-\frac{(x-\mu)^2}{2\sigma^2}\right) \tag{6}$$

The Gaussian probability distribution is often used in statistics as it serves a very good approximation for many different kinds of aggregated data.

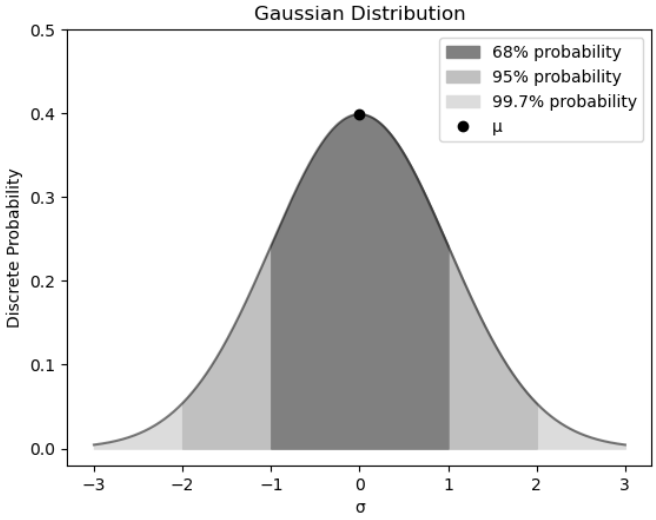
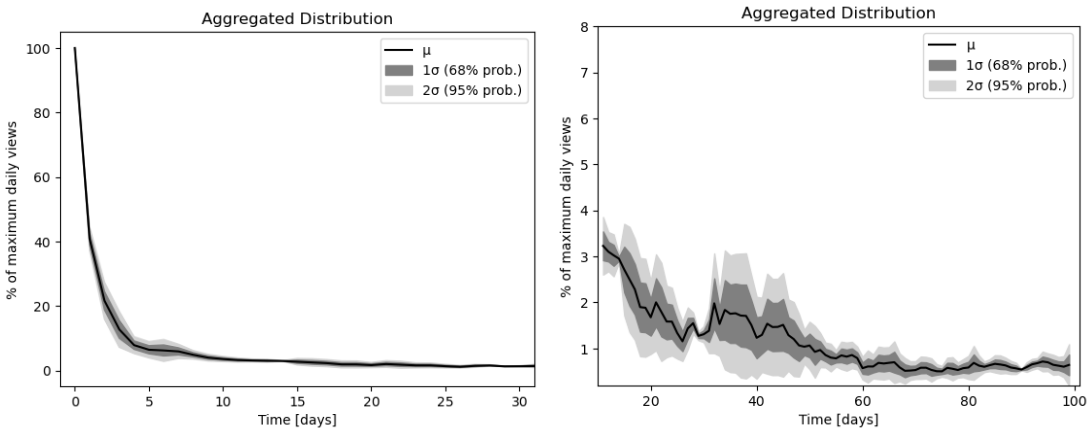


Figure 21: An example aggregate for a single day.

[26] I use "implicit" here because nowhere in the analysis do you actually have to evaluate Equation 6. This is merely mathematical bookkeeping.

In Gliccit's case, he takes the μ value for every day and plots its' behaviour over time as a solid black line.

The best way I can describe this without any maths is to imagine taking each Gaussian distribution, placing them in front of each other so that the figure extends "out of the page" towards your face, then picking up the entire stack, placing it on a table, and looking down on it from above.



(a) 0 to 30 days.

(b) 10 to 100 days.

Figure 22: Aggregated result across all included videos. The uncertainties are sometimes erratic due to a low number of videos in the aggregate.

Important properties of this distribution are that it is symmetrical, and at integer values of σ away from the average μ, one can estimate the probability of any "test variable" being part of the same distribution.

It is estimated that 68% of all test variables (of the same type as the input) will fall within 1σ of μ, and 95% should fall within 2σ.

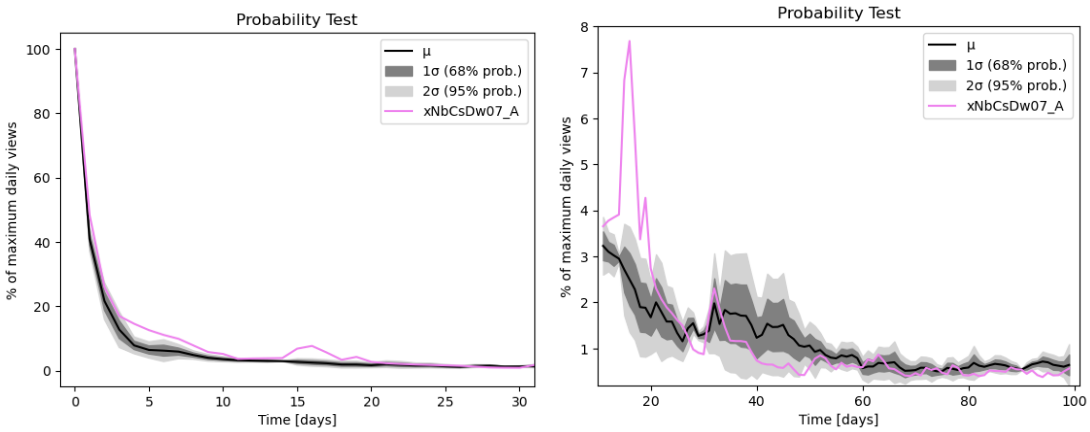
That is to say, if a test variable is outside of the light grey shaded region, then there is a less than 5% chance that it happens to be part of the same distribution. From that, it can then be inferred that the test variable is somehow different to the distribution.[27]

What type of videos specifically should be considered as part of the aggregate is not made clear; WillyMacShow only ambiguously defines them as "reacted to", and Gliccit is never shown describing the criterion.

As such, there is no mention of whether the platform where the reaction was hosted should be considered (Twitch, YouTube, Kick), whether the number of viewers (or overall size of the reactor's channel) should be considered, or whether the amount of the original work that was rebroadcasted should be considered.

[27] This test cannot explain why it might be different, only that it is different.

Gliccit then takes a single video[28] defined as "unreacted", normalises it in the same fashion as above, and then tests it against his aggregate "reacted" distribution to compare the unreacted video's relative performance against the aggregate distribution's performance.



(a) 0 to 30 days.

(b) 10 to 100 days.

Figure 23: Testing a new video to see if it agrees with the aggregate.

From this, he determines if the unreacted video is performing significantly better or worse based on where the "unreacted" line escapes from the aggregate distribution.

It should be noted that whether Gliccit's method can actually compare video's performances will be discussed later. For now, I am merely recreating his analysis for demonstration, and that doesn't necessarily mean I believe it to be correct.

Furthermore, I have not taken into consideration whether the data I pulled for this demonstration was valid. Nothing can be drawn from the Figure above, it was just a demonstration of how to get from raw data to Gliccit's graphs.

In Figure 15 (from Gliccit's analysis, not this demo), the pink line slightly escaped the lower end of the aggregate distribution at times, which has led to Gliccit claiming that *Internet Anarchist* benefits from his videos being reacted to.

[28] I have assumed this to be a single due to no distribution visible in the graphs. If Gliccit were using a second aggregate distribution for "unreacted videos", he would require an additional set of shaded areas to represent their uncertainties.

1.3 Purpose of Report

Every personality related to this controversy seems to become involved for different reasons, each possessing a different set of goals. Mine is no exception, and likely differs from others.

Gliccit can occasionally be seen defending his analysis on social media, never conceding that it contains significant flaws. This has led me to believe that he either genuinely does not believe any issues exist, or if he is aware, he has not found the motivation to publicly correct them.

I have no intention of personally attacking anyone in this report, and have little desire to profit from or otherwise experience notoriety or "growth" due to this work.

This directly contradicts WillyMacShow, who is attempting to make himself the central source for this debate, entirely for self gain. WillyMacShow is not a scientific figure, and won't care to read this report other than for the purposes of "content". He is likely interested in having a conversation with myself (alongside Gliccit), but only so he can make a video out of it.

With no offence intended, WillyMacShow seems to act as a contrarian middleman that injects himself into debates, providing broad critiques of all sides without coming to any strong conclusions (so not to burn any future relations that could risk stifling his channel's growth), claiming to provide equal arguments and "show all sides" while also running defence for internet personalities he sees benefit in or shares an audience with.

WillyMacShow acts as many others in the commentary content creation space do; as an aggregate for discussions and opinions. He only seeks to draw the conversation to himself so he can gain from it financially. He has no relevant background, nor puts fourth any interesting arguments of his own in the video.

This is why commentary livestreamers are often interested in inviting those more knowledgeable than themselves to "have a chat on stream" so they can "give their thoughts and opinions on the matter". It's a form of bait intended to grant the influencer easy revenue, channel growth and watch-time, and to some extent Gliccit has willingly fallen for it.

I bring all of this up to highlight that I am only writing this report as I believe people need to better understand how Gliccit's model works. I have no interest in being platformed.

This report serves to demonstrate misunderstandings, ambiguities, errors and oversights present in Gliccit's analysis, reasoning as to why Gliccit's model and findings are irrelevant, and then finally provide hypotheses as to why he is even contacting WillyMacShow to take part in a drama-commentary video in the first place.

1.4 Structure of Report

This report contains two sections. The first is a scientific critique of Gliccit's work, stating the areas of his analysis that I agree or disagree with, and the reasons as to why.

The second section is certainly not something really suitable for a scientific report. It consists of a considerable amount of evidence to support the hypothesis that Gliccit is not a neutral party in this debate, and that Willy's framing of Gliccit as an independent data analyst (and Gliccit's reluctance to reveal their biases) is dishonest, if not malicious.

This conflict-of-interest exposé of sorts has been placed second so that readers can appreciate why Gliccit's model is false, before coming to conclusions that may bias the reader against Gliccit.

1.5 Disclosure Statement

DarkViperAU has taken no part in the collection nor analysis of any data presented in this report. The opinions, statements, sentiments and beliefs expressed in this report are the author's own, and may not entirely align with DarkViperAU's. Any statements made in this report are not guaranteed to endorsed by DarkViperAU.

The author of this report has worked with DarkViperAU in the past, and has received financial compensation from DarkViperAU for this publication.[29]

During production, the author of this report was contacted directly by someone known only as "shrv", who personally held a discussion with Gliccit in a reply thread of WillyMacShow's second video, which has been archived here.

Shrv appeared unsatisfied with Gliccit's defences of their work, to the degree that Shrv found the motivation to sleuth a report was being written (mentioned in passing during a DarkViperAU livestream). Shrv allegedly holds a Bachelor's in Civil Engineering, now completing Data Analytics and Data Science.

After evidencing their abilities to produce statistical plots using the same tools as myself (without us ever discussing such), I concluded that they were likely legitimate, and gave the statistical section of the report for them to peer review.

The results of their review were largely in agreement, with some additional speculation of Gliccit's proficiency, which can be found here with my own comments of Shrv's critiques. You may need to download the document to view the added comments.

Shrv took no part in the production of this report, however their review is still highly respected and appreciated.

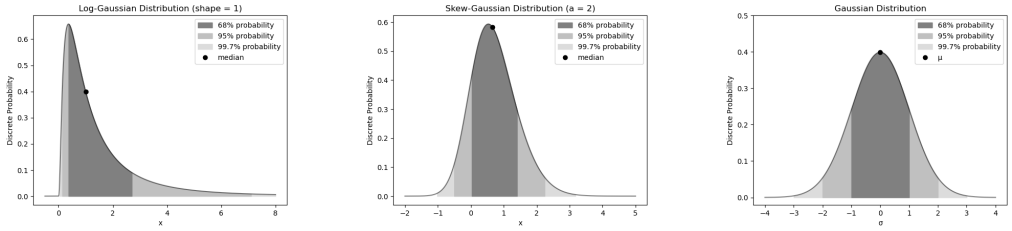
[29] Looking closely at the messages in Figure 14, WillyMacShow was also willing to pay Gliccit for their work.

2 Agreeable Methods

Gliccit does likely possess some sort of scientific experience, as I can often understand why he made certain choices during analysis, even if they are flawed. To demonstrate that I have no intention of only highlighting Gliccit's errors, this section presents the (only) decision of his that I agree with and why.

2.1 Valid choice of Aggregate Distribution

Gliccit used the "Gaussian distribution" to aggregate his data, and without significant proof I would not accept otherwise. While there do exist other types of distributions, I would go as far as calling the use of any other distribution "overfitting".[30]



(a) Logarithmic Gaussian

(b) Skewed Gaussian

(c) Gaussian

Figure 24: Various distributions Gliccit is likely familiar with, and may have considered.

The Gaussian distribution finds itself an accurate model for many kinds of data, especially those utilising average measurements. Its applicability is staggeringly high; in low-risk analysis, one might simply assume their aggregate is Gaussian without performing any tests. One could go on for a long time listing the real-life events that approximate well or model exactly to the Gaussian distribution.[31]

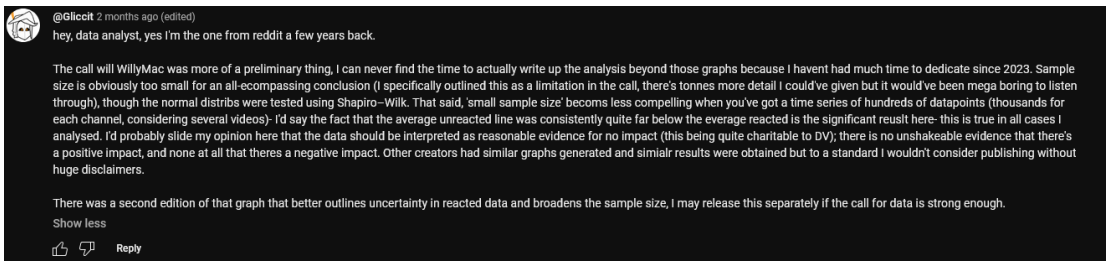
Noteworthy to subsequent discussion is that the Gaussian distribution (c) is symmetrical on either side of the average μ, and the distances between uncertainties σ are identical (see Figure 21), making analysis using Gaussian distributions trivial.

[30] Overfitting is the process of modelling specifically to only the data that you have, often ignoring statistical rules meant to prevent biased conclusions.

[31] Human traits such as height and weight, and other biometrics such as blood pressure are all appropriately measured using Gaussian statistics. In physics, the intensity of a beam light can be approximated well using a Gaussian distribution, [23] and the position of microscopic particles often find themselves conforming to Gaussian probabilities when no external factors are present. [24] [25] If you're leveraging an average, you can probably use a Gaussian.

2.2 Shapiro-Wilk test

Gliccit evaluated whether his data could be modelled as a Gaussian distribution through a type of hypothesis test. Perhaps he performed multiple different distribution tests, in which the Gaussian returned the best results.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hey, data analyst, yes I'm the one from reddit a few years back.
The call will WillyMac was more of a preliminary thing, I can never find the time to actually write up the analysis beyond those graphs because I havent had much time to dedicate since 2023. Sample size is obviously too small for an all-ecompassing conclusion (I specifically outlined this as a limitation in the call, there's tonnes more detail I could've given but it would've been mega boring to listen through), though the normal distribs were tested using Shapiro–Wilk. That said, 'small sample size' becoms less compelling when you've got a time series of hundreds of datapoints (thousands for each channel, considering several videos)- I'd say the fact that the average unreacted line was consistently quite far below the everage reacted is the significant reuslt here- this is true in all cases I analysed. I'd probably slide my opinion here that the data should be interpreted as reasonable evidence for no impact (this being quite charitable to DV); there is no unshakeable evidence that there's a positive impact, and none at all that theres a negative impact. Other creators had similar graphs generated and simialr results were obtained but to a standard I wouldn't consider publishing without huge disclaimers.
There was a second edition of that graph that better outlines uncertainty in reacted data and broadens the sample size, I may release this separately if the call for data is strong enough.
Show less
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Figure 25: Gliccit elaborates on his work. Important to this section is that Gliccit alleges to have used a type of normality test known as "Shapiro-Wilk". Other statements made in this comment will be addressed later.

I am uncertain if it was really necessary to determine the distribution this way.

I would expect from the behaviour of the data (i.e. an aggregation of many independent small random variables)[32] that it would probably follow the Central Limit Theorem[26][33] and therefore must be Gaussian, although I am unsure if the proof is concrete, and perhaps Gliccit lacked the sample size to make such an assumption.[34]

It would later be discovered that fitting data to distributions seems to be something Gliccit is comfortable with, and so is understandable he would do so again here.

The Shapiro-Wilk test is used to determine whether a data set is "normally distributed", i.e. Gaussian.[27] Obviously, if the data set happened to include a significant skew, the test would fail and Gliccit would have modelled his aggregate using a different distribution.

As I don't have the data that Gliccit used to generate his graphs, I cannot confirm whether he calculated this correctly, however I believe the data would model close enough to a Gaussian regardless.

Gliccit seems to hold the superposition that his work is both substantial enough to be discussed, and preliminary enough to brush over any ambiguities present, and that all will be explained when he finds the time to write a final report. As this next section dictates, no amount of future work on the method Gliccit presented could ever provide anything of merit.

[32] One could consider whether a view occurs to be a random binomial variable, and these are obviously small compared to the total view count.

[33] The Central Limit Theorem suggests that many small independent events when combined will follow a Gaussian curve.

[34] Similar to the Gaussian, the Central Limit Theorem is rather generous in its' applicability, and can still be applied in less-than-rigorous circumstances.

3 Errors, Fallacies, Misconceptions and Oversights

Despite how little was presented of Gliccit's work within WillyMacShow's video, Gliccit made numerous catastrophic errors during his analysis, many of them fundamental, to such a degree that no amount of additional data or clarification could ever remedy.

This section digs deeper into Gliccit's method, scrutinising his figures in detail, performing relevant tests with our own data, and presenting some analogous circumstances to demonstrate where Gliccit's logic runs awry.

3.1 Preposterously small sample size

Alleged fans of WillyMacShow were surprised that Gliccit's work was even presented; having only published analysis for two channels, of which only a single video was tested for each channel, against an aggregate of unknown size.

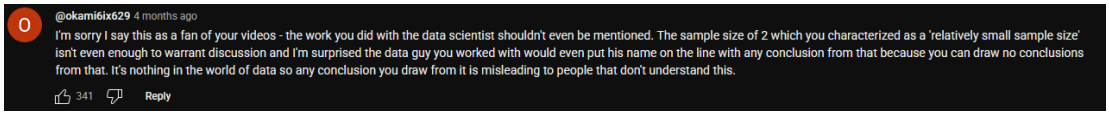

@okami6ix629 4 months ago
I'm sorry I say this as a fan of your videos - the work you did with the data scientist shouldn't even be mentioned. The sample size of 2 which you characterized as a 'relatively small sample size' isn't even enough to warrant discussion and I'm surprised the data guy you worked with would even put his name on the line with any conclusion from that because you can draw no conclusions from that. It's nothing in the world of data so any conclusion you draw from it is misleading to people that don't understand this.
341
Reply

Figure 26: Most have already concluded that–despite Gliccit's adamance–he did not present enough data to make noteworthy conclusions.[28]

There exist more pertinent and disastrous flaws with Gliccit's analysis so I don't want to spend much time on this, however it is ridiculous that Gliccit will not concede that testing a single video would ever be enough to make conclusions about Internet Anarchist's entire channel.

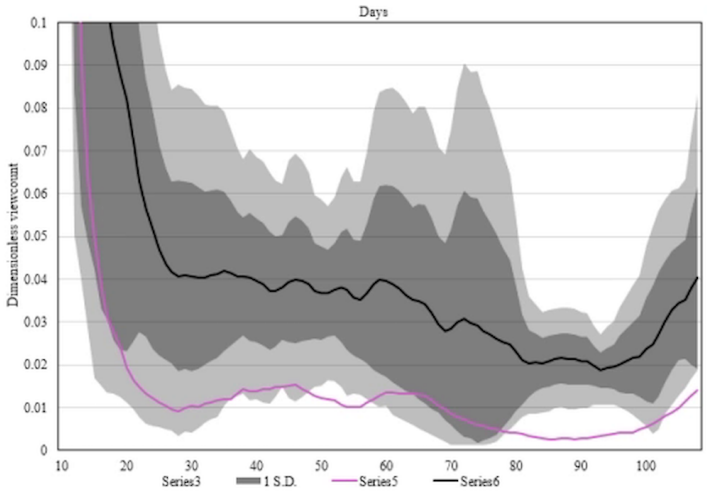


Figure 27: As a reminder, the test that Gliccit performed.

It is important to remember that Gliccit tested one "unreacted" video. **One.** Which escaped the lower bound of his aggregate 50-60 days after release, and again 80-100 days after release. From this one video, Gliccit has concluded that all of Internet Anarchist's channel must benefit from reactions to videos.

Does Internet Anarchist only have a single video that hasn't been reacted to? If so, why on Earth would he be a suitable candidate for analysis? Do I even have to suggest that you should probably test more than one video against your probability distribution if you want to make conclusions about his entire channel?

3.1.1 Measuring noise

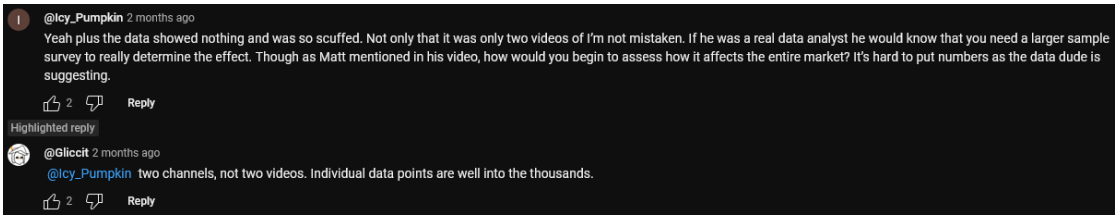

@Icy_Pumpkin 2 months ago
Yeah plus the data showed nothing and was so scuffed. Not only that it was only two videos of I'm not mistaken. If he was a real data analyst he would know that you need a larger sample survey to really determine the effect. Though as Matt mentioned in his video, how would you begin to assess how it affects the entire market? It's hard to put numbers as the data dude is suggesting.
2
Reply
Highlighted reply
@Gliccit 2 months ago
@Icy_Pumpkin two channels, not two videos. Individual data points are well into the thousands.
2
Reply

Figure 28: A reply Gliccit made to a thread on WillyMacShow's video. The image has been edited to place the two relevant comments together.[29]

It is highly concerning that Gliccit refuses to directly answer questions that may undermine his work, especially when his analysis is implied to be fair and unbiased. We can presume that if Gliccit's aggregate distributions did include a substantial proportion of Internet Anarchist's videos, he would state as such.

Instead when challenged, Gliccit avoids answering directly, specifying that he has a *"time series of [...] thousands of data points for each channel"* (Figure 25), which does not clarify what proportion of Internet Anarchist's videos were used, nor is it of any real relevance.

When you take a measurement in an experiment, recording for an extended period of time (or sampling very frequently) does not bolster the significance of any findings.

Mathematically, this is why the uncertainty calculation (Equation 4) for Gliccit's distributions is independent of how long he collected measurements for; it is only dependant on how many videos are in the aggregate.

As an analogy, if I were to swing a pendulum and record the time it takes for the pendulum to come to rest,[35] I don't just keep recording measurements after the pendulum has stopped moving. At that point, all I'm doing is recording noise.[36]

Comparatively, Gliccit doesn't seem to understand that once a video is no longer in people's recommendations, he's essentially looking at noise.

It is fairly common knowledge (to most YouTubers, at least) that after approximately 30 days, videos are considered to have received the majority of their views,[37] and will no longer consistently be recommended to viewers.[38] This is obvious even in Gliccit's own graphs (Figure 27), which show that from after roughly 30 days, the normalised view rates for both the aggregate distribution and test curves plateau.

This demonstrates that Gliccit doesn't seem to understand how videos on YouTube (nor the algorithm) work. Consequently, this also demonstrates the first of multiple new flaws to be presented: Gliccit believes his normalisation procedure to have been sensible.

[35] This is known as the "period". Modelling the motion of a pendulum is a common first-year physics laboratory problem.

[36] "Noise" refers to random, small, often useless data that only serves to reduce precision in measurements.

[37] In the interest of keeping things moving, I will not attempt to prove this; it is fairly intuitive that videos drop off the recommendation algorithm after some time.

[38] Due to algorithmic inconsistencies or personal viewing history, older videos will of course sometimes be recommended, however these are the minority.

3.2 Naïve normalisation method

In order to effectively compare the performance of Internet Anarchist's videos, Gliccit performed a statistical trick known as "normalisation", which scales each view rate curve individually such that they all fit between 0% and 100%. Check Section 1.2.4 for a better explanation.

Normalisation is a very common procedure in statistics, and I totally understand why Gliccit felt it necessary to normalise his view rates. In his own words, the view rate curves *"go all over the place"*, because some videos may gain 300,000 views on their first day whereas others only 50,000. In order to compare how these videos' view rates drop off over time, he needs to normalise them so they both instead start at 100%.

The problem with this method is that it doesn't actually work. Those who have experience in the pitfalls connecting relative performance to absolute performance will know where this is going.

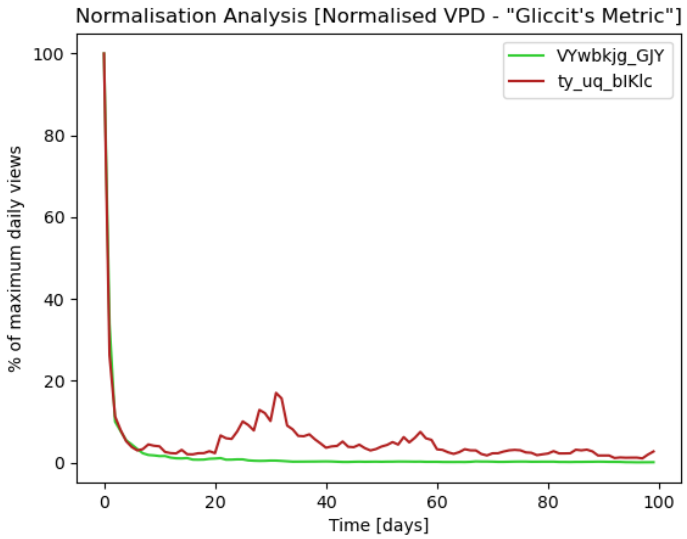


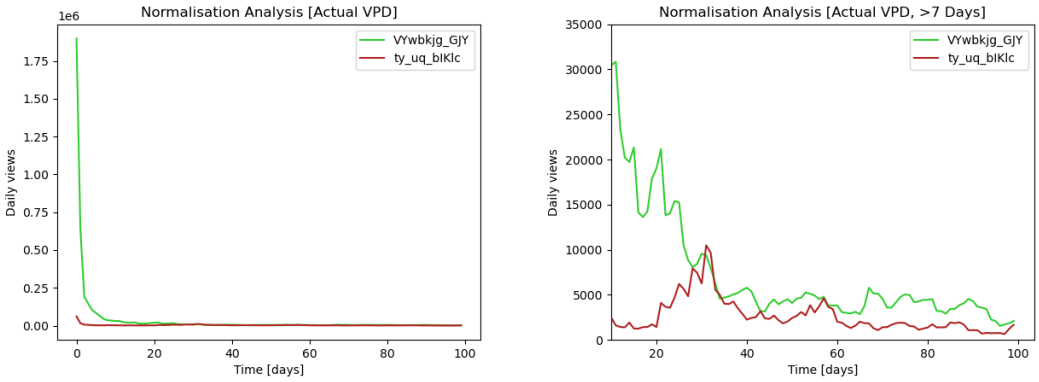
Figure 29: A visual demonstration.

The figure above is the relative performance (i.e. normalised views per day) of two real videos from Internet Anarchist's channel.[39] From the graph above, which is performing better?

It appears as if the red video received a bump in views between 20 and 40 days, and the green video never really took off. You can probably infer that the reason I am showing you these curves is because a contradiction exists.

[39] Check the Appendix for an explanation of how this data was collected and processed.

...And it's a **big** contradiction. Absurdly big. Not only does the green video outperform the red video basically everywhere, but once the videos plateau around 30 days, the green video is *still* performing marginally better.



(a) Full picture. (b) Zoomed for clarity.

Figure 30: Absolute view rates (i.e. not normalised).

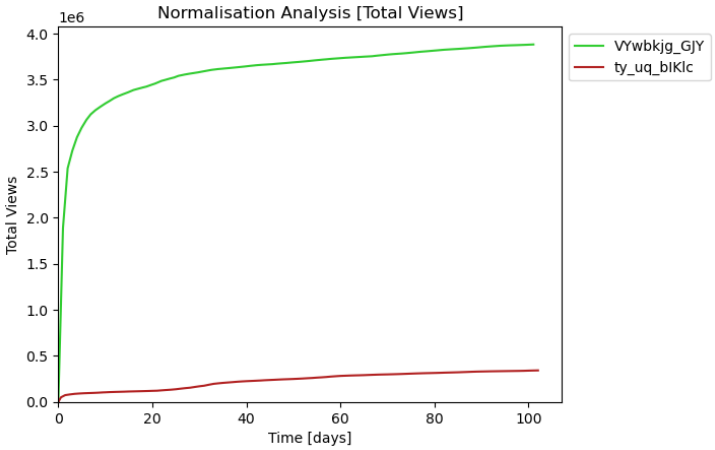


Figure 31: Raw total views recorded for both of these videos.

This is an issue. Gliccit's implication is that the higher the normalised view curve is, the better the video is performing. Therefore, that his test video (Figure 15) sat under the aggregate must mean it is performing worse. Even from Internet Anarchist's own channel, we can see that this is false.

While the above example used real data, some thought experiments may also do well to precisely demonstrate the normalisation's flaws. Here are two theoretical videos. Video A performed better initially, but now both videos are receiving the same amount of views per day.

	Day 1	...	Day 30
Video A	200,000		5,000
Video B	100,000		5,000

Table 5: Theoretical absolute view rates for two videos.

However, Gliccit wishes to normalise these two videos so they can be compared to each other, so Video A will have its' values divided by 200,000, and Video B by 100,000.

	Day 1	...	Day 30
Video A	100%		2.5%
Video B	100%		5%

Table 6: Normalising the theoretical videos. Video A appears to be performing worse.

This is the inherent flaw in only comparing relative performance. It is entirely possible that a view curve sits lower in Gliccit's figures simply because it performed **better** at some earlier time.[40] In order for these videos to be considered as having the same performance, the view rates would actually need to be as such:

	Day 1	...	Day 30
Video A	200,000		10,000
Video B	100,000		5,000

Table 7: When normalised, these two videos would look identical.

This doesn't make any sense either! Video A is performing objectively better everywhere, not just after 30 days, and yet because the relative differences to their first day are the same, both videos will be implied as performing identically:

	Day 1	...	Day 30
Video A	100%		5%
Video B	100%		5%

Table 8: Differences in performance are no longer discernable. Data loss has occurred.

[40] This does not guarantee that the video Gliccit claimed to be performing worse actually did better. As he did not share the video IDs used, I can only claim that this possibility exists, then assert such plausibility with real data.

3.2.1 Inadequate correlation between relative and absolute view rates

Contrarians may be quick to suggest that outliers must have been presented, or otherwise anomalous circumstances exacerbated explicitly to undermine Gliccit's normalisation.

While the two videos selected were to emphasise the flaw present, this issue is consistent across all of Internet Anarchist's videos, and probably every channel with content of varying success.

Having analysed the uncertainty for every valid video of Internet Anarchist's (of which I was able to obtain 75)[41], I determined that the "flat part" of each view curve would be the average of the view rate between 30 and 115 days. This concretely defines what I will refer to as the "tail" of each view curve.[42]

For each video, I then plotted the absolute value of the tail (i.e. the average absolute views from 30 to 115 days) on the x-axis, and the normalised value of the tail (average normalised views from 30 to 115 days) on the y-axis. If there exists a correlation between these two variables, then we should see a trend forming, and the data should follow some sort of line.

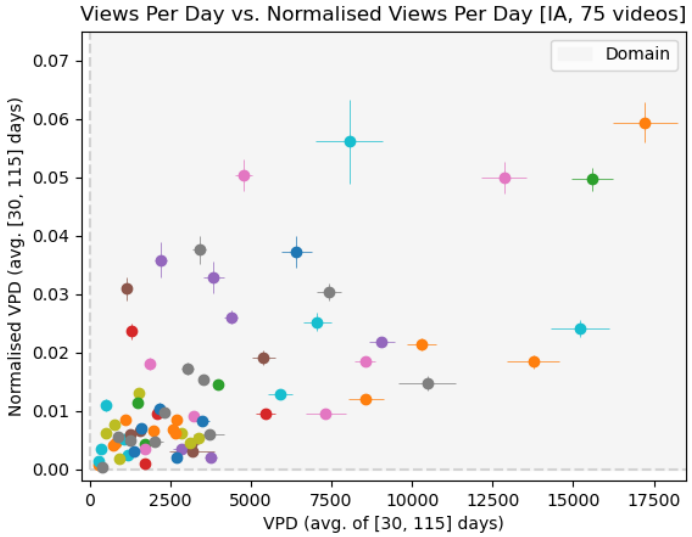


Figure 32: Qualitative correlation test between absolute and normalised view curve tails. Two videos sat very far away from the rest of the distribution and so are not visible.

Unfortunately for Gliccit, the data doesn't follow any reasonable trend; it quite literally goes everywhere.[43] This issue relates back to how Gliccit is effectively measuring noise from 30 days onwards, and demonstrates that long-term view rates are not strongly correlated with the maximum daily views a video received.

[41] Some videos had to be rejected for various reasons mentioned in the Appendix.

[42] One could provide more specific calculations, however the flaw in Gliccit's normalisation is fundamental. No matter how hard I try to produce a sane region to aggregate against, the result is always going to be garbage.

[43] The important feature is how the data spreads out and doesn't follow any kind of trend. Drawing a line through the trend isn't meaningful here.

Furthermore, this figure can be leveraged to create combinations which directly contradict Glicit's implication. Simply select a video from this scatter plot (black), and then find videos within the top-left or bottom-right quadrants relative to the point you selected (red).

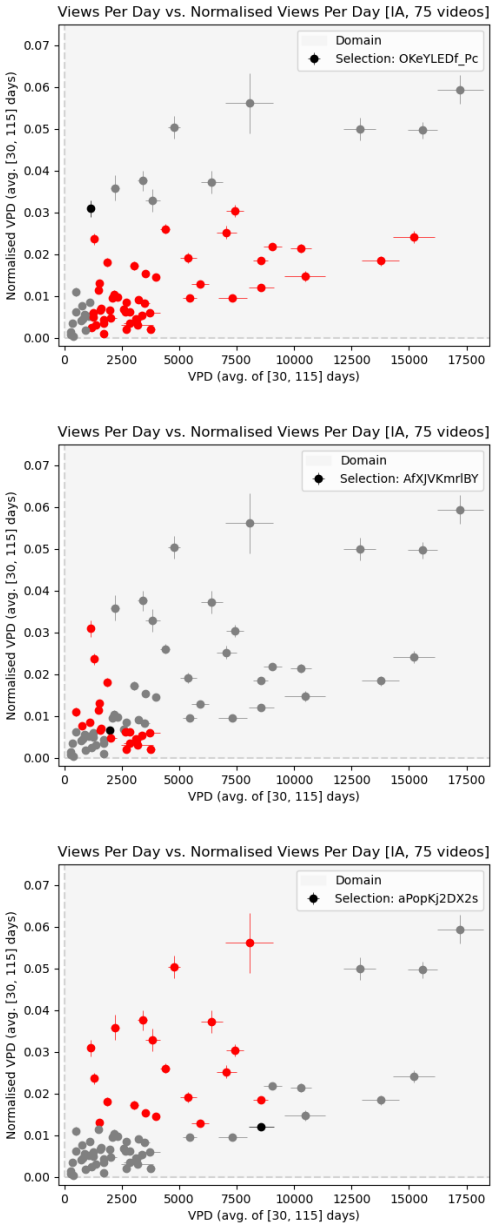

Views Per Day vs. Normalised Views Per Day [IA, 75 videos]
Domain
Selection: OKeYLEDf_Pc
Normalised VPD (avg. [30, 115] days)
VPD (avg. of [30, 115] days)
Views Per Day vs. Normalised Views Per Day [IA, 75 videos]
Domain
Selection: AfXJVKmrlBY
Normalised VPD (avg. [30, 115] days)
VPD (avg. of [30, 115] days)
Views Per Day vs. Normalised Views Per Day [IA, 75 videos]
Domain
Selection: aPopKj2DX2s
Normalised VPD (avg. [30, 115] days)
VPD (avg. of [30, 115] days)

Figure 33: Comparing the selection (black) to any red video would produce contradictory results.

All of the red videos are immediately invalid for Gliccit's model. If you were to use them, they would lead you to the exact opposite conclusion from what is intuitive. Specifically, a lower tail would imply the video was receiving **more** views![44]

This becomes a serious issue if we wish to create an aggregate of Internet Anarchist's videos to test against! Aggregating even some of these videos at random is likely to result in some conflicts, and the assertion that a higher normalised view rate implies a better performing video fails.

How would you even determine from your aggregate which videos are you actually allowed to test against? Since you can't test against videos that would result in unintuitive conclusions, of course. At this point you're having to perform so much manual selection and rejection that it would absolutely be considered cherry-picking and so holds no statistical merit.

This leads to the conclusion that Gliccit's aggregate distribution either contains no conflicts as it is too small, large enough that it must contain conflicts that he's not aware of, or no conflicts as he secretly knew of this discrepancy and believed that cherry-picking videos for his analysis would be valid statistics.[45]

Those looking to find fault in this document may now consider why no suggestions for how to fix this issue have been mentioned. Simply, it would not be worth the effort to come up with a "fix" for Gliccit's normalisation. Perhaps he could consider splitting the view rates into different sections, or otherwise derive a model that parametrises view curves better than simple normalisation.

At the end of the day, Gliccit's method contains so many flaws that modelling his data properly would not remedy the other faults present; such as how Gliccit couldn't even pick the right type of data for an aggregate.

[44] If this were the only issue present with Gliccit's model, I would calculate the likelihood of conflicts to occur based on the amount of videos selected from the data set, however this report is long enough as it is, and you likely understand the severity of this contradiction regardless.

[45] As mentioned in the introduction, this is a case where there are multiple possible explanations for Gliccit's error, and I am laying them all out to demonstrate that whichever one is true is irrelevant.

3.3 Unprincipled selection of aggregated data

Gliccit's choice of data to use within his aggregate is insensible, and further generates doubt of his scientific abilities. The data that Gliccit chose is entirely opposing what should have been aggregated.

When a video is "reacted to", we wish to see whether or not the "reaction" had an effect on the performance of the original video. In order to discern if there were any significant differences, one should first acquire a collection of videos that **haven't** been reacted to. These videos are the "control" in an experiment, and give us an idea of how videos perform without reactions.

We then aggregate our control to create a probability distribution (using the same method as Gliccit's) to test videos that have been reacted to.

Gliccit, bewilderingly, did the exact opposite! He's aggregated all of the videos that may have been affected into an amorphous blob from which no conclusions can be made.

It is entirely possible that different kinds of reactions may impact videos differently. A reaction that only includes a small portion of an original video may impact the original positively, and a reaction that includes an entire reupload may impact the original negatively.

You can't make these sorts of distinctions with Gliccit's blob; he's bundled all of them into the aggregate. This is such a fundamental mistake serving to highlight that Gliccit probably believes all reactions to be the same, which is why he believes they could be treated as a control.

Gliccit presents himself as an expert on this situation, yet this blunder implies he does not understand the interactions he is attempting to model.

3.3.1 Dangerous conclusions

As a hypothetical example, let's say there was a mutation in humans (perhaps multiple), and we wished to conclude whether or not the mutations were harming the affected.

We would take people that **didn't** have the mutation(s), perform some tests on them, and create probability distributions for those tests. Then, we would take those with the mutation(s) and perform those same tests.

Through this, we may be able to discover that certain kinds of people react to the mutation differently. We may find that a certain race or sex benefits, where another has no effect, analogous to how different types of YouTube videos may be affected by reactions differently.

Additionally, we may find that different types of mutations are present, analogous to how there may be different kinds of reactions that affect original videos differently. None of this can be found if we apply Gliccit's method! He would instead take everyone who had some kind of mutation, test them first, and aggregate those with the unknown effects to then test against a control.

What if multiple reactions were performed on the same video? Does the platform where the reaction occurred matter? Does the presence of a reupload on YouTube matter? Does the size of the reactor relative to the reactee matter? You can never find out this way!

Gliccit's method is deluded and dangerous, as it (perhaps purposefully) muddies findings by mixing potentially harmful reactions with potentially beneficial ones.[46] Referring back to the hypothetical, we wouldn't want to conclude that if multiple mutations existed, that they must all be good, simply because we combined all the mutations together and there seemed to be a net positive.

Often when given these sorts of examples as problems in tertiary studies, the data to be aggregated is implicitly larger (as it kind of has to be in order to be useful), and so perhaps Gliccit has not encountered this scenario before.

It is possible that more of Internet Anarchist's videos have been reacted to, and so Gliccit simply decided that he would use the larger data set as the aggregate; A more proficient analyst would likely conclude there not enough data of the correct type to construct an aggregate and abandon the analysis instead.

If you still aren't convinced that his decision is nonsensical, let's walk through the aggregation process to understand how it produces entirely contrary results.

3.3.2 Interesting findings cannot be considered interesting

The purpose of these sorts of tests is to highlight the interesting; those that deviate from expectations and controls, and so must be considered statistically different.

So let's say a video **did** benefit from a reaction. How would Gliccit ever know?

Let's take some real data,[47] assuming that these videos have been reacted to at some point, and normalise them in the same (already proven contradictory) manner that Gliccit did.

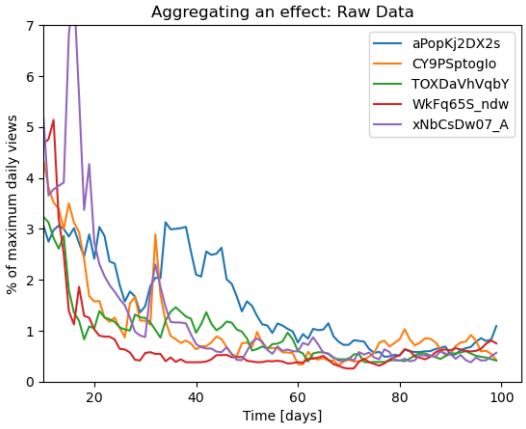


Figure 34: Hypothetical raw data.

[46] This is not an admission that some videos would ever benefit from being reacted to, only that Gliccit's method is useless in finding them.

[47] Similar to other cases, it's easier to just use real data than synthesise it. The purpose here is to demonstrate how the aggregate evolves.

Now, we'll aggregate them into a distribution, and take another video (again, it's easier to use real data), but this time, note that the video received a massive spike in views.

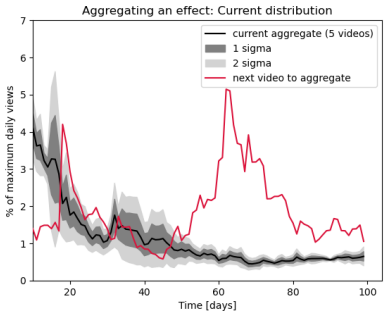


Figure 35: Hypothetical aggregated data. The red video will be classed as "reacted to".

However, since this video was reacted to, we have to combine it with the aggregate...

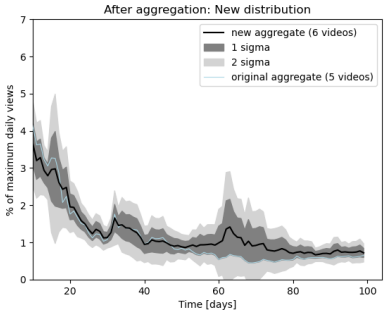


Figure 36: Adding the hypothetical reaction video which received a bump in views.

...and so what would have been a very significant finding has disappeared. The interesting data has become the control, being incorrectly classed as typical video behaviour.

Furthermore, since the aggregate now contains a video that deviated significantly from expectations, the uncertainty in that region has increased significantly, making conclusions within that region more difficult.

This is entirely backwards. Gliccit's method cannot even demonstrate the hypothetical case where a video received a bump in views due to a reaction, because it must be placed into the aggregate.

Gliccit's lack of nuance and discretion suggests that he may have rushed his analysis, and had he taken the time to review his own method, perhaps he would have caught this rather absurd blunder.

WillyMacShow even went to the effort of highlighting some of Gliccit's other baffling errors... instead believing them to be significant findings.

3.4 Visibly erroneous uncertainties

Gliccit's graphs possess plainly obvious mistakes of which WillyMacShow is blissfully unaware of, to such an extent that he has done the work of highlighting them for me during his video, only instead of believing these blunders to be errors, he believes them to be significant findings.

WillyMacShow is clueless in understanding how Gliccit's model works. He blindly trusts that Gliccit's methods are appropriate without the ability to critically review them himself.

This is the nature of scientific study. Much of the world trusts those with scientific knowledge to come to correct conclusions via rigorous methods the rest of us do not understand.

This is then good reason to ensure that the work you present is valid, and if it does contain mistakes, to provide clarifications or corrections lest someone misinterpret your results and come to false conclusions.

Despite Gliccit's consistent comments on social media defending his work, he is seemingly not too keen to point out this mistake–at least not publicly–which is contained within a version of the graph studying Internet Anarchist's channel, specifically the "zoomed out" variant produced before the interview.

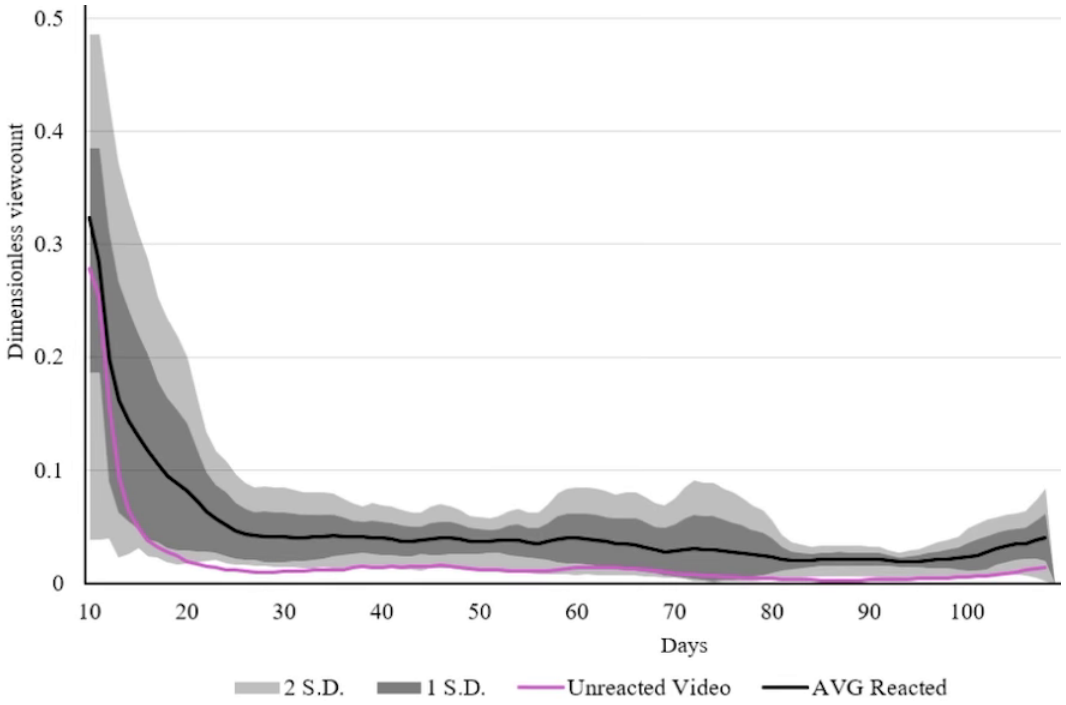


Figure 37: As a reminder, the zoomed out graph.

If you've been paying attention to everything thus far, you may spot something odd about the lower bound of the uncertainties in this graph (the light grey shaded region). Specifically, they are far too small to be correct.

This is blatant to anyone who understands what a Gaussian distribution is; the uncertainty σ **must** be symmetrical around the mean μ, and so the vertical distance above and below the mean in the light grey regions must be the same, yet they clearly are not.

We can prove that the distribution shown was not symmetrical, as Gliccit strangely seems to have calculated the uncertainty *above* the mean correctly. Only below the mean, only on the second standard deviation–where his test video is mainly passing through–was this region inexplicably small.

As Gliccit did not share the data used to calculate these graphs, I cannot replicate them directly, however the simplicity of the Gaussian allows me to approximate the correct shape through mirroring.

Writing some pixel manipulation code, I managed to "flip" the distribution above the black line such that it is symmetrical below the black line. While it's not a perfect fix, it does serve to approximate what the underside of the distribution should have looked like, and that it was definitely not calculated correctly in Gliccit's figure.

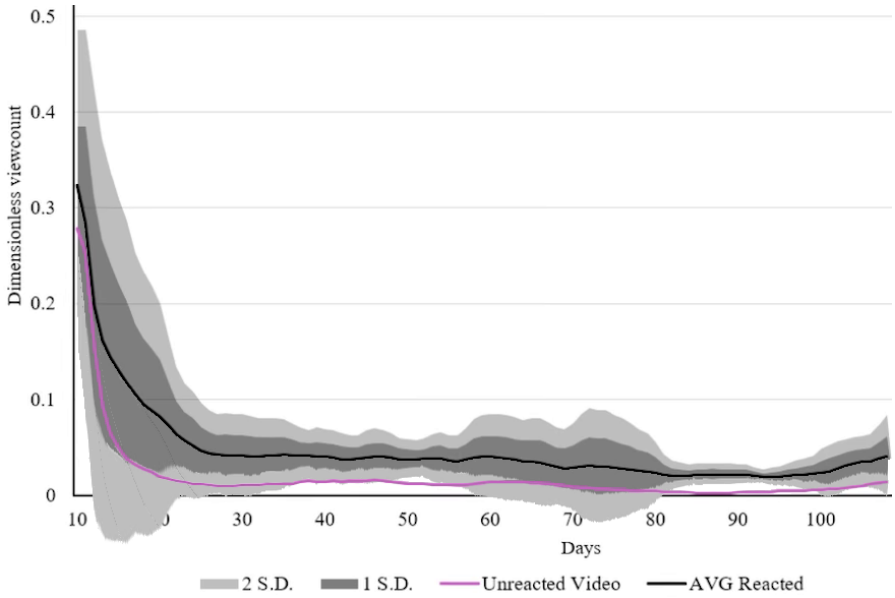


Figure 38: Recalculated uncertainties via image manipulation.[48]

I cannot comprehend how Gliccit messed this up.[49] Those familiar with modern statistical tools would know that we typically don't do the math by hand; instead we write code to manipulate arrays of data. To render the underside of this distribution, Gliccit would've had to replace a multiplier of -1 with a multiplier of -2, and that's it.

[48] Check the Appendix which describes the image manipulation procedure.

[49] An uncharitable explanation would be Gliccit attempting to reduce the uncertainties in his aggregate by various means (in an attempt to make this finding more statistically significant) however I cannot assign malice to Gliccit's actions at this time.

Did Gliccit do this on purpose? Interestingly enough, I don't think so.

Again, inexplicably, in the second variation of this same graph that was "zoomed in", Gliccit **did** calculate the lower uncertainties correctly.[50]

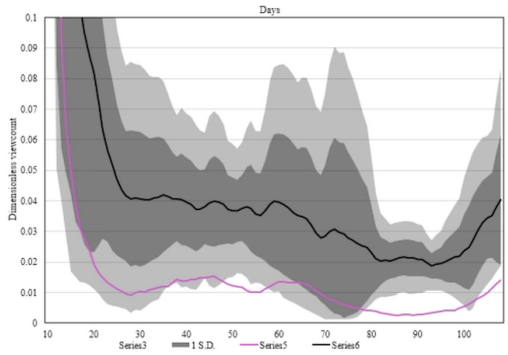
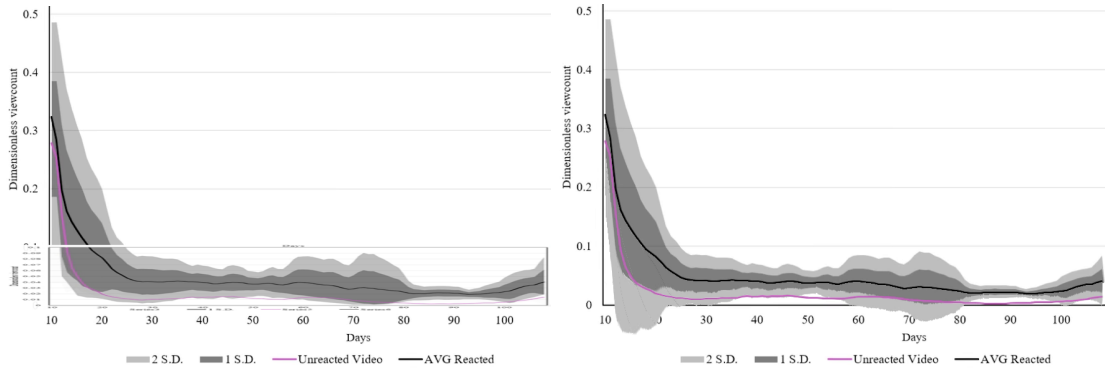


Figure 39: Second edition of the same data, where the underside seems mostly correct.

We can verify that he calculated the uncertainty correctly this time by "squishing" the second graph onto the first, and comparing it side-by-side with the approximation generated using pixel manipulation.



(a) Stacked and squished.

(b) Pixel manipulated.

Figure 40: Verifying the uncertainties are correct this time.

While the uncertainty less than 20 days still seems too small, the rest of the graph agrees. Perhaps the discrepancy can be chalked up to something Gliccit has done to his data above Figure 39 that isn't accounted for.

Making such a big deal out of a tiny error that Gliccit corrected silently wouldn't be fair. Although, looking closely at Figure 37, there does appear to be a *slight* additional gap between 20 and 30 days that shouldn't exist...

Guess who pointed this out in their video.

[50] Although he did forget to change the default label names for his data.

3.4.1 WillyMacShow's biggest blunder

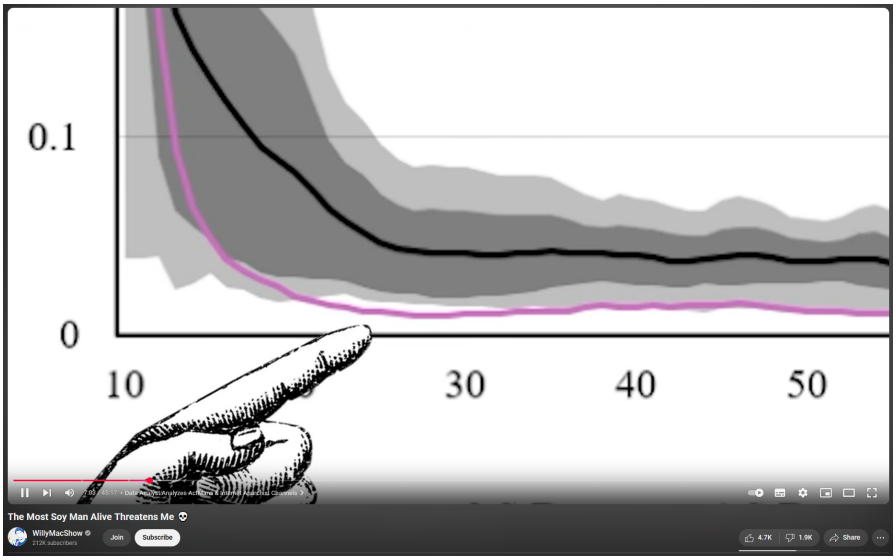


Figure 41: Oops.

In attempting to explain how Gliccit's model works, having no understanding of what he's looking at, WillyMacShow narrated, edited, and then published himself pointing out a mistake in one of Gliccit's graphs, except that he instead believes it to be *"statistically significant"* and that *"a trend is being formed"*.[51]

You can probably see why talking to WillyMacShow has no use. For all intents and purposes, he has acted as a mouthpiece for Gliccit, parroting phrases and explanations with very little thought, yet absolute confidence, and somehow, he is also so lazy that he didn't even verify his statements before publishing his video.[52]

With no disrespect to Gliccit, how can anyone ever take you seriously? Why did you think that buddying up with a drama-commentary grifter would turn out any way other than disastrous?

People are only going to know your name through this report, and your association with some of the stupidest and scummiest people on the internet. It is obvious that WillyMacShow would never be able to explain your work correctly; he has only ever been interested in becoming the centre of attention for this debate.

Unfortunately for him, he lacks the charisma and intellect necessary to con most into feeding his channel's growth. For you, it seems I cannot say the same.

[51] A trend requires multiple events, Willy. You've pointed out one.

[52] If WillyMacShow did actually pass this section by Gliccit for review, then that would mean Gliccit has been unaware of this gaffe for months.

3.5 Logical fallacy between results and intended conclusion

Gliccit states from their results there exists enough evidence to suggest that Internet Anarchist benefits from having their videos reacted to. Previous sections have demonstrated his data cannot possibly show this.

The broader claim Gliccit wishes to make is that throughout his analysis (including the unpublished), his findings consistently suggest no negative impact in being reacted to.

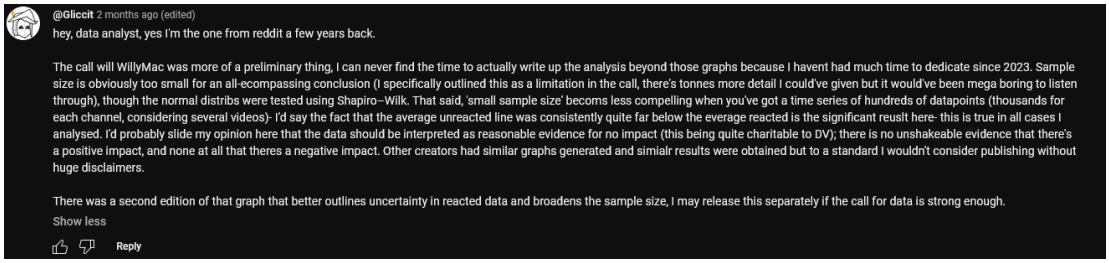

@Gliccit 2 months ago (edited)
hey, data analyst, yes I'm the one from reddit a few years back.
The call will WillyMac was more of a preliminary thing, I can never find the time to actually write up the analysis beyond those graphs because I havent had much time to dedicate since 2023. Sample size is obviously too small for an all-ecompassing conclusion (I specifically outlined this as a limitation in the call, there's tonnes more detail I could've given but it would've been mega boring to listen through), though the normal distribs were tested using Shapiro–Wilk. That said, 'small sample size' becoms less compelling when you've got a time series of hundreds of datapoints (thousands for each channel, considering several videos)- I'd say the fact that the average unreacted line was consistently quite far below the everage reacted is the significant reuslt here- this is true in all cases I analysed. I'd probably slide my opinion here that the data should be interpreted as reasonable evidence for no impact (this being quite charitable to DV); there is no unshakeable evidence that there's a positive impact, and none at all that theres a negative impact. Other creators had similar graphs generated and simialr results were obtained but to a standard I wouldn't consider publishing without huge disclaimers.
There was a second edition of that graph that better outlines uncertainty in reacted data and broadens the sample size, I may release this separately if the call for data is strong enough.
Show less
Reply

Figure 42: As a reminder, the comment Gliccit left elaborating on his work, in which he states there is evidence of no negative impact.

Gliccit's research cannot possibly demonstrate this. Numerous ecological studies would discredit this fallacious logic.

3.5.1 Rabbits as an invasive species

Invasive species are declared dangerous if they consider native species a source of food, as this causes direct, observable harm. In Australia, foxes are considered an invasive species[30] as they hunt local wildlife, risking driving them to extinction.[53]

But what about rabbits? They do not attack the species they compete with (wombats, possums, kangaroos, bilbies, rats), however are still declared invasive due to their significantly higher reproduction rates. Instead of harming directly, they out-perform their competitors for the same food source,[31] and so still considered dangerous.

I would argue this analogy transforms well to how reaction videos compete with original videos. Reaction videos and can be considered "invasive" simply because they are produced significantly faster,[54] there by effectively taking away "sources of food" (i.e. revenue streams) at a greater rate, resulting in original videos being unable to compete and risking "dying out".[55]

This is the nature of competition, and what DarkViperAU refers to when he claims that reaction videos and original videos "compete" with each other. Rabbits and kangaroos do not directly fight over the same patch of grass, however they compete broadly for the same finite source of food, in the same way that reactions and original videos compete generally for the same

[53] Comparing economic interactions to ecological ones is valid when isolating their similarities, such as scarcity of resources (as money is to food) and selection pressure (as economic activity is to ecological balance).

[54] The reasons for why reaction content is produced faster (as well as how rabbits reproduce on their own, whereas react content is parasitic as it requires a "host" to reproduce) is being ignored.

[55] Contrarians may argue that rabbits should be allowed to compete with local wildlife, analogous to the "free market". Whether that behaviour should be considered acceptable is irrelevant here.

finite source of viewers in the world. Gliccit seems unable to comprehend this concept.[56]

If rabbits are allowed to proliferate, then it is possible that they collectively consume all of the food available, making the extinction of competitors more likely, in the same way that allowing reactions to proliferate floods the market, making it more difficult for original videos to "find food" (i.e. viewers) in the future, because some of those views have been given to a reaction video (note: not necessarily a reaction to **your** video, but a reaction **in general**).

If we were to apply Gliccit's arguments here, he would conclude that because he didn't find rabbits directly fighting the species they compete with, then rabbits do not cause harm. It is obvious that this is not the case, since numerous studies show how rabbits still cause harm by usurping the same food source. [32] [33]

3.6 Fundamental disconnect from DarkViperAU's arguments

DarkViperAU's main argument against react content is that if reactors didn't exist, everyone[57] would be better off. Viewers would be recommended videos for topics they're more interested in, as the YouTube's algorithm is far more knowledgeable and personalised in a user's preferences. Instead, reactors place themselves in the middle between viewers and original videos, usurping revenue and growth.

This process is inefficient. Reactors attempt to make **themselves** the recommendation algorithm, and this can't possibly perform as efficiently as native exposure. It sets up an additional barrier to entry for original creators to gain viewers, and since reactors can pump out content as fast as it takes to consume, the likelihood of any viewer of a reactor actually diverting to an original creator becomes infinitesimal; the reactor will always have a new video for their viewers whenever they need some entertainment.[58]

This process results in those who do manage to create original, engaging videos competing with parasitic copies looking to divert engagement to their reactions. This does not just affect the original video, but every creator competing for an audience. Reactors out-perform their competitors simply by sitting in a chair watching other people's videos.

DarkViperAU argues that many reaction videos do not put in an iota of effort relative to the original video, and that by allowing this behaviour to proliferate, lazy content creation is not only accepted, but encouraged. Further, if allowed to exist for long enough, it risks reaction videos becoming the only form of sustainable content on YouTube, as original videos simply aren't worth the risk or effort to create, which in turn results in lower quality content for all viewers.

The fact that a single person can generate so much revenue by watching other people's videos is obviously unbalanced, allowing who lack morals and ethics to become successful, and in turn, disseminate the idea that it's okay to use other people's work without their consent, exposing viewers to poor behaviour that should not be normalised in society.

[56] A later section demonstrates this irrefutably true through Gliccit's own comments.
[57] Bar the reactors, of course.
[58] This summary only states the arguments made, not the supporting evidence included by DarkViperAU, nor any of the common counterarguments people tend to raise that are themselves debunked in the series. Watching the series is more effective at demonstrating how these conclusions were built.

DarkViperAU's main argument has never been that reaction videos harm the original they reacted to. It is to a much broader extent, that reaction videos harm **all** original videos on YouTube by producing unethical, immoral and lazy reactions that unfairly seize revenue not relative to the effort put in, and that the harm react content has on YouTube is underestimated by most.

If Gliccit were somehow able to prove that reaction videos do not harm the original video... what difference does this make to DarkViperAU's arguments? Nothing changes if Gliccit were to somehow actually prove that an original video didn't lose viewers directly due to reactions.

DarkViperAU even concedes that a reactee may receive a small benefit from being reacted to, however this small benefit does not outweigh all of the negatives that reaction content brings to YouTube. The mere presence of the reupload has numerous adverse effects; all of which were DarkViperAU's main arguments.

Is it okay to flood the market with a specific kind of content until it's the only one that exists? Is it okay to short-cut the cost of video production, thereby lowering the standards of videos on YouTube, until everything is slop? Is it okay for those who lack morals and ethics, who conduct themselves poorly to earn millions of dollars sitting in chairs watching other people's videos? Is it okay that reactors leverage their parasocial influence for growth and profit?

Gliccit's implied goal; to demonstrate how react videos do not directly harm the reactee–cannot actually address the main critiques DarkViperAU raises in anti-react series.

Reading through Gliccit's mistakes, each individually flattening his credibility, one may find themselves asking what Gliccit's purpose even was.

Why was **he** the one to reach out to WillyMacShow, an at least moderately controversial and unreliable drama YouTuber? And in that message, why was Gliccit claiming to be overhauling "files upon files"?

Why does Gliccit continue to add comments on WillyMacShow's video to adamantly defend his work? Why does Gliccit imply to be familiar with DarkViperAU's anti-react movement but unable to address the criticisms made therein? Why won't Gliccit just release all of his efforts and allow people to come to their own conclusions?

The efforts Gliccit has taken before and after production of WillyMacShow's video, directly contradict his final statement; that he's *"not really sure why people quite care so much"* about react content.

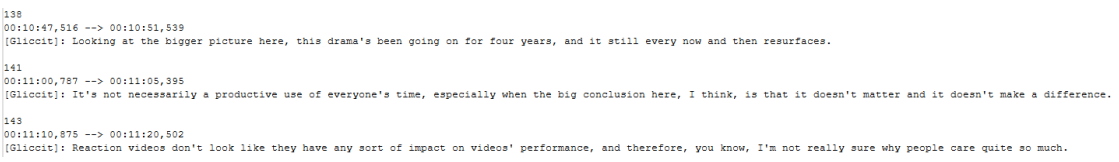

138
00:10:47,516 --> 00:10:51,539
[Gliccit]: Looking at the bigger picture here, this drama's been going on for four years, and it still every now and then resurfaces.
141
00:11:00,787 --> 00:11:05,395
[Gliccit]: It's not necessarily a productive use of everyone's time, especially when the big conclusion here, I think, is that it doesn't matter and it doesn't make a difference.
143
00:11:10,875 --> 00:11:20,502
[Gliccit]: Reaction videos don't look like they have any sort of impact on videos' performance, and therefore, you know, I'm not really sure why people care quite so much.

Figure 43: Gliccit's ironic conclusions at the end of his feature.

If that's what Gliccit truly believes... why does **he** care so much?

4 Highlighting Gliccit's Conflicts of Interest

In isolation, the following section would not be appropriate. Had Gliccit produced something of merit, "exposing" his biases would not be fair. However, due to the atrocious nature of Gliccit's publication, facing the possibility that he may continue to present blatantly false arguments to the rest of the world, this section releases evidence that highlights Gliccit's motivations for contacting WillyMacShow.

Gliccit @gliccit · 12h
if you need info, i have files upon files
1
1
322
WillyMacShow @WillyMacShow · 12h
lol like wat
1
2
333
Gliccit @gliccit · 12h
7.7GB of videos (1080p), screenshots, academic articles and a handful of script reference txts.
It's a mix of things from two years ago when I got into an argument with DV over his lousy data arguments (I'm [redacted] STEM), and stuff I've been overhauling over the last month.
1
10
278

Figure 44: Cropped version of Figure 12.[59]

As shown in the since deleted Twitter comment, Gliccit reached out to WillyMacShow. Most would find it strange that a graduate statistician would even consider reaching out to a drama-commentary YouTuber.

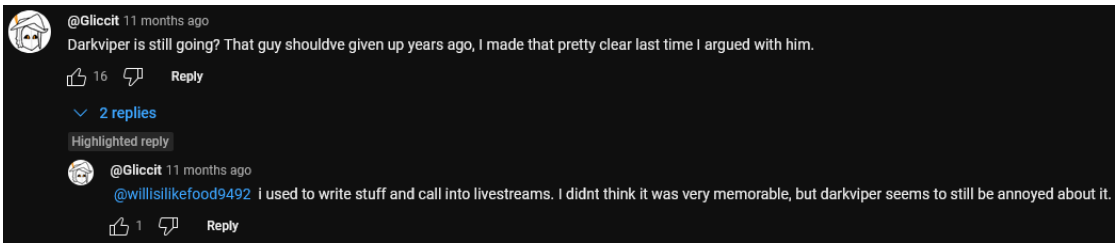

@Gliccit 11 months ago
Darkviper is still going? That guy shouldve given up years ago, I made that pretty clear last time I argued with him.
16
Reply
2 replies
Highlighted reply
@Gliccit 11 months ago
@willisilikefood9492 i used to write stuff and call into livestreams. I didnt think it was very memorable, but darkviper seems to still be annoyed about it.
1
Reply

Figure 45: Gliccit briefly describes his history in the commentary scene (before contacting WillyMacShow).[35] Claims made in this screenshot will be elaborated on.

Gliccit's history within the commentary community is far more substantial than initially expected. To not encroach on Gliccit's privacy, this report only presents that which is necessary; Gliccit's personal life, and his interests outside of the drama-commentary scene were out of scope (and not investigated).

[59] Gliccit would later claim that "files upon files" was an attempt at quoting Keemstar (DramaAlert).[34]

4.1 Personal biases

Gliccit seems to enjoy drama-commentary content, and can be found frequenting the comment sections of drama-commentary videos and chats. Gliccit likely believes this content purposeful and mentally rewarding.

```
ch Results\Gliccit.txt (10 hits)
\AugieRFC\ The Nicholas DeOrio Vidcon Supershow Special | RFCAH #311 [mU6ZbeviqXw].live_chat.json (4 hits)
\AugieRFC\America First Drama Sh*tshow // Acheeto VS. Weest // Jidion Swings at Hasan | RFCAH #305 [Yox6LvwGfW4].live_chat.json (2 hits)
\AugieRFC\Bunty King Threatens to Flag Hate / Alex Smashes his Computer | RFC AFTER HOURS (8/15/2019) [tOwF69-NGPE].live_chat.json (20 hits)
\AugieRFC\Ethan Klein is STILL Lame + the Worst Small Commentary Story You've Ever Heard | RFCAH #307 [By_OZfqoNEA].live_chat.json (2 hits)
\AugieRFC\GreekGodX BANNED and SLANDERED! Glink's Lightwave Disaster! Def Noodles is SCUM! | RFCAH #312 [P02Paua-_L0].live_chat.json (25 hits)
\AugieRFC\It's Been a Year | RFCAH #326 [taVHjbV0_CY].live_chat.json (18 hits)
\AugieRFC\Metokur Leaves YouTube / AugieRFC and co. VS. Unfunniest | RFC AFTER HOURS (8/26/2019) [xx6cE0xghpQ].live_chat.json (113 hits)
\AugieRFC\Mister Metokur Banned from DLive / TrueGeordie's Awful DM Leak | RFC AFTER HOURS (8/19/2019) [AsUryBhJ9X4].live_chat.json (42 hits)
\AugieRFC\ProJared Returns and Dispels Pedo Accusations | RFC AFTER HOURS (8/27/2019) [3czMvBqgUqg].live_chat.json (5 hits)
\AugieRFC\TIPSTER IS A CHAD! Commentary Community is Over! | RFCAH #308 [ajkTEnD_j1g].live_chat.json (2 hits)
```

Figure 46: Gliccit's participation in drama-commentary stems as far back as 2019 via *AugieRFC*, who he frequently engages with.[60]

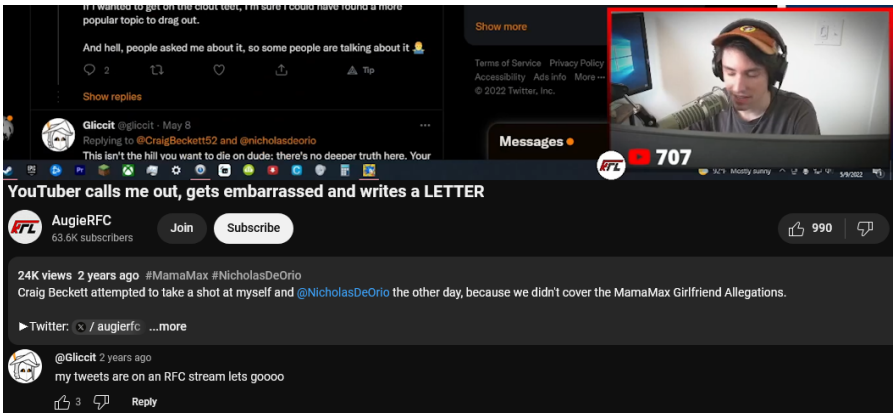

popular topic to drag out.
And hell, people asked me about it, so some people are talking about it
Show replies
Gliccit @gliccit · May 8
Replying to @CraigBeckett52 and @nicholasdeorio
This isn't the hill you want to die on dude: there's no deeper truth here. Your
Show more
Terms of Service Privacy Policy
Accessibility Ads info More
© 2022 Twitter, Inc.
Messages
707
YouTuber calls me out, gets embarrassed and writes a LETTER
AugieRFC
63.6K subscribers
Join
Subscribe
990
24K views 2 years ago #MamaMax #NicholasDeOrio
Craig Beckett attempted to take a shot at myself and @NicholasDeOrio the other day, because we didn't cover the MamaMax Girlfriend Allegations.
►Twitter: / augierfc ...more
@Gliccit 2 years ago
my tweets are on an RFC stream lets goooo
Reply

Figure 47: Gliccit enjoys half a tweet of his being shown briefly on AugieRFC's stream.[36] [61] Gliccit's post was in defence of AugieRFC and *Nicholas DeOrio*.

```
Search "deorio" (1743 hits in 1 file of 1 searched)
                                    \gliccit_twitter_all_replies_tweets_raw_scrape.json (1743 hits)
    Line   24: {"id": 1795185025790472520, "id_str": "1795185025790472520", "url": "https://x.com/nicholasdeorio/status/1795185025790472520", "date": "2024-05-27 20:07:17+
    Line   25: {"id": 1795189663558160438, "id_str": "1795189663558160438", "url": "https://x.com/gliccit/status/1795189663558160438", "date": "2024-05-27 20:25:43+00:00",
    Line   34: {"id": 1783956507752538454, "id_str": "1783956507752538454", "url": "https://x.com/nicholasdeorio/status/1783956507752538454", "date": "2024-04-26 20:29:10+
    Line   35: {"id": 1783957511483085231, "id_str": "1783957511483085231", "url": "https://x.com/nicholasdeorio/status/1783957511483085231", "date": "2024-04-26 20:33:09+
    Line   36: {"id": 1784166145127276633, "id_str": "1784166145127276633", "url": "https://x.com/gliccit/status/1784166145127276633", "date": "2024-04-27 10:22:11+00:00",
    Line   40: {"id": 1778889693490229734, "id_str": "1778889693490229734", "url": "https://x.com/nicholasdeorio/status/1778889693490229734", "date": "2024-04-12 20:55:27+
    Line 3337: {"id": 1479132255134048260, "id_str": "1479132255134048260", "url": "https://x.com/gliccit/status/1479132255134048260", "date": "2022-01-06 16:46:25+00:00",
    Line 3490: {"id": 1419763608758652934, "id_str": "1419763608758652934", "url": "https://x.com/gliccit/status/1419763608758652934", "date": "2021-07-26 20:56:36+00:00",
    Line 3491: {"id": 1419762609948184576, "id_str": "1419762609948184576", "url": "https://x.com/gliccit/status/1419762609948184576", "date": "2021-07-26 20:52:38+00:00",
    Line 3515: {"id": 1407436418687905796, "id_str": "1407436418687905796", "url": "https://x.com/gliccit/status/1407436418687905796", "date": "2021-06-22 20:32:45+00:00",
    Line 3516: {"id": 1407341332146819078, "id_str": "1407341332146819078", "url": "https://x.com/Marmartota2001/status/1407341332146819078", "date": "2021-06-22 14:14:55+
    Line 3665: {"id": 1371563020112039941, "id_str": "1371563020112039941", "url": "https://x.com/gliccit/status/1371563020112039941", "date": "2021-03-15 20:44:41+00:00",
    Line 3678: {"id": 1370409759770312704, "id_str": "1370409759770312704", "url": "https://x.com/gliccit/status/1370409759770312704", "date": "2021-03-12 16:22:02+00:00",
    Line 4032: {"id": 1332639754274402304, "id_str": "1332639754274402304", "url": "https://x.com/gliccit/status/1332639754274402304", "date": "2020-11-28 10:57:31+00:00",
```

Figure 48: Gliccit engages in substantial Twitter conversations with other drama-commentary streamers such as *Nicholas DeOrio*, since at least 2020.[62][63]

[60] YouTube does not always archive YouTube chats, especially of this age; a more thorough parsing of Augie's stream chat may reveal more of Gliccit's interactions.

[61] For context, Augie and Nicholas DeOrio are engaging in a Twitter feud with Craig Becket.

[63] The method for scraping this data is comprehensive, including all reposts and comments. It is estimated that the true interaction count would be half of the hits in this file, i.e. 800 interactions.

[63] It is almost certain that Gliccit watches Nick's livestreams, however no archives are available.

Before DarkViperAU published his anti-react series, Gliccit seemed to even respect drama-commentary livestreamers, to a degree some would label parasocial.

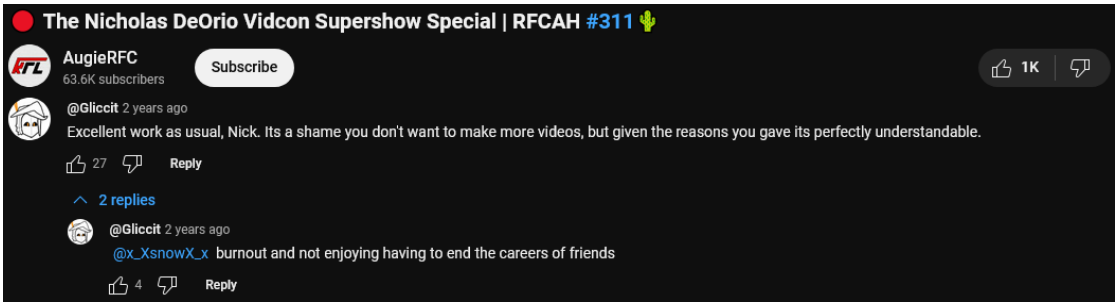

The Nicholas DeOrio Vidcon Supershow Special | RFCAH #311
AugieRFC
63.6K subscribers
Subscribe
1K
@Gliccit 2 years ago
Excellent work as usual, Nick. Its a shame you don't want to make more videos, but given the reasons you gave its perfectly understandable.
27
Reply
2 replies
@Gliccit 2 years ago
@x_XsnowX_x burnout and not enjoying having to end the careers of friends
4
Reply

Figure 49: Nicholas DeOrio sits in for AugieRFC, who is currently attending VidCon 2022. Gliccit shares praise and voices displeasure in Nick not releasing more videos.[37]

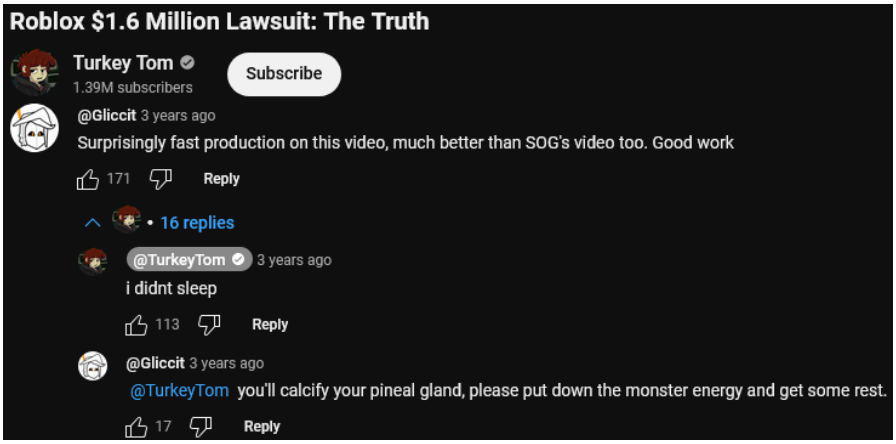


Figure 50: Gliccit also frequently comments on *TurkeyTom* videos, with a somewhat parasocial appreciation for Tom.[38]

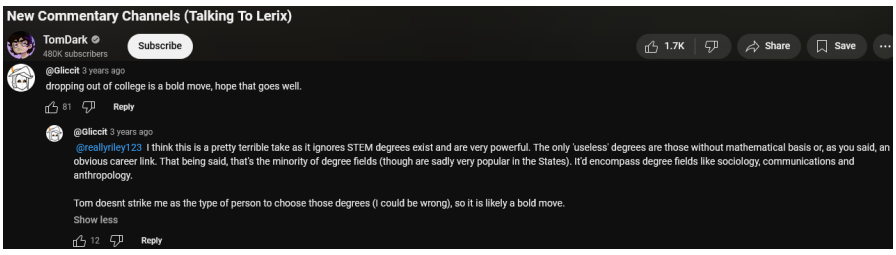

New Commentary Channels (Talking To Lerix)
TomDark
480K subscribers
Subscribe
1.7K
Share
Save
@Gliccit 3 years ago
dropping out of college is a bold move, hope that goes well.
81
Reply
@Gliccit 3 years ago
@reallyriley123 I think this is a pretty terrible take as it ignores STEM degrees exist and are very powerful. The only 'useless' degrees are those without mathematical basis or, as you said, an obvious career link. That being said, that's the minority of degree fields (though are sadly very popular in the States). It'd encompass degree fields like sociology, communications and anthropology.
Tom doesnt strike me as the type of person to choose those degrees (I could be wrong), so it is likely a bold move.
Show less
12
Reply

Figure 51: Gliccit expresses concern at Tom dropping out of college to pursue drama-commentary content, believing in the power of STEM degrees.[39]

Gliccit has his own biases, his own blind spots; his view of the world is certainly not absolute. His willingness to leave such a large digital footprint over the years allows this to be demonstrated.

I have presented only a handful of the hundreds of screenshots available of Gliccit engaging in drama. Few who follow controversy this neurotically would ever see DarkViperAU in a positive light.

DarkViperAU, especially the early stages of his career, was no stranger to dissension. This is to the benefit of drama-commentary channels, who are keen on boiling down feuds between internet personalities, giving broad summaries and lukewarm takes as disputes unfold.

AugieRFC's style of content appears to be surveying the internet for drama to serve to his audience, giving his opinions, reading his chat, cracking jokes, and rolling along with a laissez faire demeanour. This appears to be Gliccit's favourite style of content on YouTube.

It may come as no surprise that AugieRFC has presented drama involving DarkViperAU in the past, specifically around the period where Gliccit is known to have watched him.

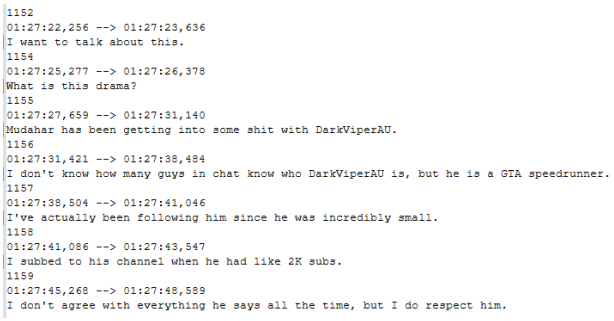

1152
01:27:22,256 --> 01:27:23,636
I want to talk about this.
1154
01:27:25,277 --> 01:27:26,378
What is this drama?
1155
01:27:27,659 --> 01:27:31,140
Mudahar has been getting into some shit with DarkViperAU.
1156
01:27:31,421 --> 01:27:38,484
I don't know how many guys in chat know who DarkViperAU is, but he is a GTA speedrunner.
1157
01:27:38,504 --> 01:27:41,046
I've actually been following him since he was incredibly small.
1158
01:27:41,086 --> 01:27:43,547
I subbed to his channel when he had like 2K subs.
1159
01:27:45,268 --> 01:27:48,589
I don't agree with everything he says all the time, but I do respect him.

Figure 52: Augie covers a spat between *SomeOrdinaryGamers* (Mutahar) and DarkViperAU in 2021.[40] [64]

Additionally, Nicholas DeOrio possesses a rather fanatical hatred of DarkViperAU.

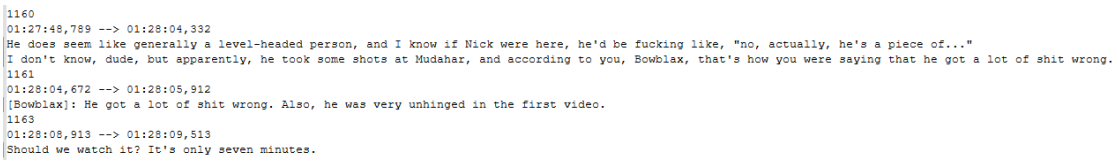

1160
01:27:48,789 --> 01:28:04,332
He does seem like generally a level-headed person, and I know if Nick were here, he'd be fucking like, "no, actually, he's a piece of..."
I don't know, dude, but apparently, he took some shots at Mudahar, and according to you, Bowblax, that's how you were saying that he got a lot of shit wrong.
1161
01:28:04,672 --> 01:28:05,912
[Bowblax]: He got a lot of shit wrong. Also, he was very unhinged in the first video.
1163
01:28:08,913 --> 01:28:09,513
Should we watch it? It's only seven minutes.

Figure 53: Nick's hatred of DarkViperAU is so obvious that Augie jokes about it on stream in his next sentence.

It is then fairly safe to conclude that Gliccit did not first hear of DarkViperAU through one of his own videos, but a drama-commentary YouTuber presenting some controversy in a negative light.

If Nick's openly obsessive disdain of DarkViperAU wasn't enough to bias Gliccit, his appreciation for the sort of content Nick produces (and to a degree, DarkViperAU has criticised in the past) certainly has.

[64] DarkViperAU and Mutahar would resolve this dispute over the coming days, being on good terms since.[41]

Gliccit is not shy in sharing his opinions with the rest of the world, likely believing them infallible due to the amount of effort taken to construct them. This means that he can often be found in comment threads attempting to persuade people that the reaction content he consumes must be given special treatment.

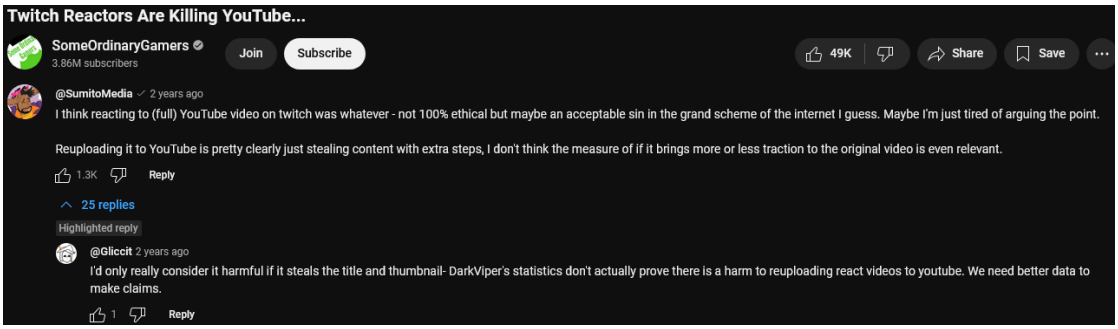

Twitch Reactors Are Killing YouTube...
SomeOrdinaryGamers
3.86M subscribers
Join
Subscribe
49K
Share
Save
@SumitoMedia 2 years ago
I think reacting to (full) YouTube video on twitch was whatever - not 100% ethical but maybe an acceptable sin in the grand scheme of the internet I guess. Maybe I'm just tired of arguing the point.
Reuploading it to YouTube is pretty clearly just stealing content with extra steps, I don't think the measure of if it brings more or less traction to the original video is even relevant.
1.3K
Reply
25 replies
Highlighted reply
@Gliccit 2 years ago
I'd only really consider it harmful if it steals the title and thumbnail- DarkViper's statistics don't actually prove there is a harm to reuploading react videos to youtube. We need better data to make claims.
1
Reply

Figure 54: Gliccit argues in support of reuploading via reactions on YouTube, only considering a reaction harmful if it steals the title and thumbnail.[42]

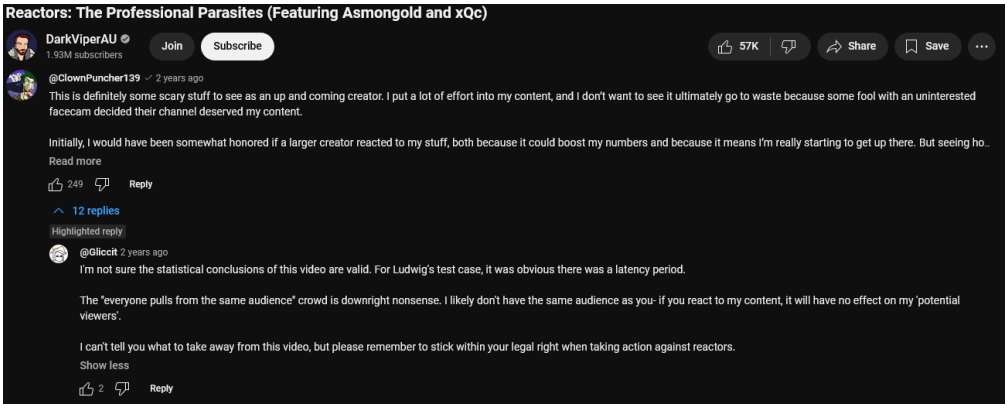

Reactors: The Professional Parasites (Featuring Asmongold and xQc)
DarkViperAU
1.93M subscribers
Join
Subscribe
57K
Share
Save
@ClownPuncher139 2 years ago
This is definitely some scary stuff to see as an up and coming creator. I put a lot of effort into my content, and I don't want to see it ultimately go to waste because some fool with an uninterested facecam decided their channel deserved my content.
Initially, I would have been somewhat honored if a larger creator reacted to my stuff, both because it could boost my numbers and because it means I'm really starting to get up there. But seeing ho..
Read more
249
Reply
12 replies
Highlighted reply
@Gliccit 2 years ago
I'm not sure the statistical conclusions of this video are valid. For Ludwig's test case, it was obvious there was a latency period.
The "everyone pulls from the same audience" crowd is downright nonsense. I likely don't have the same audience as you- if you react to my content, it will have no effect on my 'potential viewers'.
I can't tell you what to take away from this video, but please remember to stick within your legal right when taking action against reactors.
Show less
2
Reply

Figure 55: Gliccit is concerned about reactors' videos being struck, requesting people keep things within their legal rights. He also argues how reactions have no effect on potential viewers, as influencers will not share the same audiences.[43]

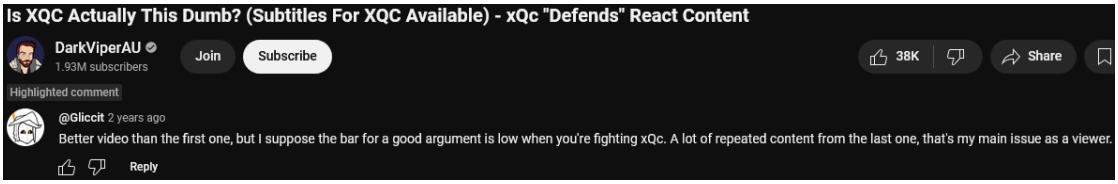

Is XQC Actually This Dumb? (Subtitles For XQC Available) - xQc "Defends" React Content
DarkViperAU
1.93M subscribers
Join
Subscribe
38K
Share
Highlighted comment
@Gliccit 2 years ago
Better video than the first one, but I suppose the bar for a good argument is low when you're fighting xQc. A lot of repeated content from the last one, that's my main issue as a viewer.
Reply

Figure 56: Gliccit liked the video attacking *xQc*[65], however remains critical.[44]

[65]This is because Nicholas DeOrio, AugieRFC and similar commentary livestreamers attempt to distinguish themselves from "lazy" reactors such as *xQc*, *Hasan Piker* and *SSSniperWolf* who they believe do not put enough "effort" into their reactions; as such, Gliccit probably already disliked xQc.

Gliccit's slew of comments defending the react content he enjoys likely began at the release of DarkViperAU's main anti-react video, expanding upon a draft script, critiquing reactors and their net harmful effects to the market in a commentary video roughly an hour in length.

Gliccit's sentiments expressed within this comment are often repeated; the following does well to summarise his main critiques with the video, as well as the arguments he believes in. Gliccit argues that pausing occasionally may constitute good criticism, that DarkViperAU used a sample size of 1 to establish his argument,[66] and that reaction videos are not necessarily "market substitutes".

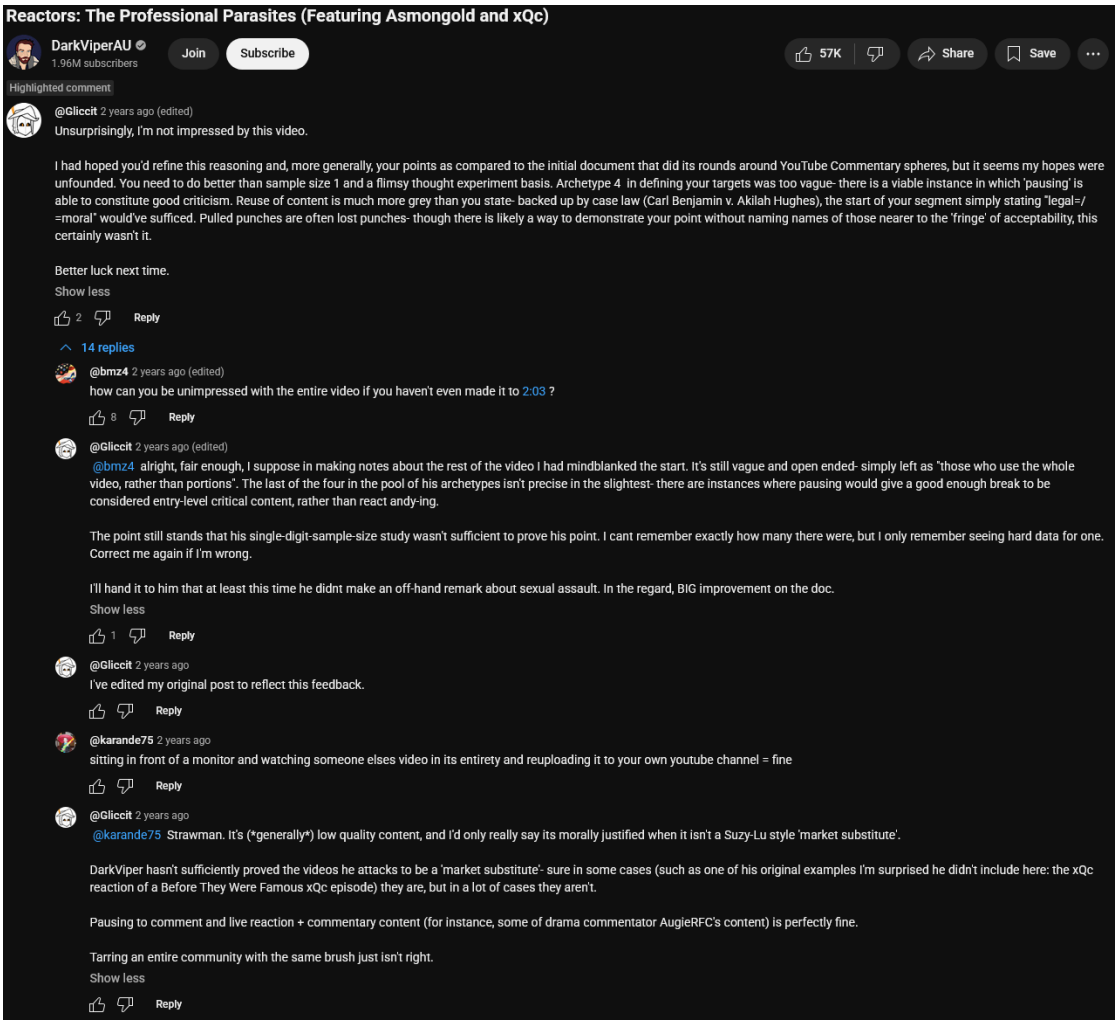

Reactors: The Professional Parasites (Featuring Asmongold and xQc)
DarkViperAU
1.96M subscribers
Join
Subscribe
57K
Share
Save
Highlighted comment
@Gliccit 2 years ago (edited)
Unsurprisingly, I'm not impressed by this video.
I had hoped you'd refine this reasoning and, more generally, your points as compared to the initial document that did its rounds around YouTube Commentary spheres, but it seems my hopes were unfounded. You need to do better than sample size 1 and a flimsy thought experiment basis. Archetype 4 in defining your targets was too vague- there is a viable instance in which 'pausing' is able to constitute good criticism. Reuse of content is much more grey than you state- backed up by case law (Carl Benjamin v. Akilah Hughes), the start of your segment simply stating "legal=/=moral" would've sufficed. Pulled punches are often lost punches- though there is likely a way to demonstrate your point without naming names of those nearer to the 'fringe' of acceptability, this certainly wasn't it.
Better luck next time.
Show less
2
Reply
14 replies
@bmz4 2 years ago (edited)
how can you be unimpressed with the entire video if you haven't even made it to 2:03 ?
8
Reply
@Gliccit 2 years ago (edited)
@bmz4 alright, fair enough, I suppose in making notes about the rest of the video I had mindblanked the start. It's still vague and open ended- simply left as "those who use the whole video, rather than portions". The last of the four in the pool of his archetypes isn't precise in the slightest- there are instances where pausing would give a good enough break to be considered entry-level critical content, rather than react andy-ing.
The point still stands that his single-digit-sample-size study wasn't sufficient to prove his point. I cant remember exactly how many there were, but I only remember seeing hard data for one. Correct me again if I'm wrong.
I'll hand it to him that at least this time he didnt make an off-hand remark about sexual assault. In the regard, BIG improvement on the doc.
Show less
1
Reply
@Gliccit 2 years ago
I've edited my original post to reflect this feedback.
Reply
@karande75 2 years ago
sitting in front of a monitor and watching someone elses video in its entirety and reuploading it to your own youtube channel = fine
Reply
@Gliccit 2 years ago
@karande75 Strawman. It's (*generally*) low quality content, and I'd only really say its morally justified when it isn't a Suzy-Lu style 'market substitute'.
DarkViper hasn't sufficiently proved the videos he attacks to be a 'market substitute'- sure in some cases (such as one of his original examples I'm surprised he didn't include here: the xQc reaction of a Before They Were Famous xQc episode) they are, but in a lot of cases they aren't.
Pausing to comment and live reaction + commentary content (for instance, some of drama commentator AugieRFC's content) is perfectly fine.
Tarring an entire community with the same brush just isn't right.
Show less
Reply

Figure 57: Gliccit states that he is unimpressed with DarkViperAU's main video against react content. Of note, is that Gliccit states those who pause to comment, combining live reactions with commentary content *"for instance [...] AugieRFC's content is perfectly fine"*.[45]

[66] This will be refuted later.

Gliccit would continue to find interest in DarkViperAU's anti-react series, likely hoping to find footing that would help argue in support of his favourite content.

DarkViperAU would produce multiple shorter follow-up videos for his anti-react series, where he would clarify certain positions or address other critiques of his main work. This included influencer *Ludwig*, who attempted to demonstrate that success on YouTube was not based on luck via a "secret channel", while surreptitiously promoting said channel multiple times.

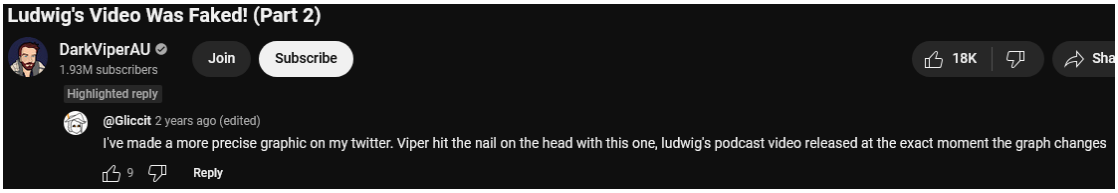

Ludwig's Video Was Faked! (Part 2)
DarkViperAU
1.93M subscribers
Join
Subscribe
18K
Highlighted reply
@Gliccit 2 years ago (edited)
I've made a more precise graphic on my twitter. Viper hit the nail on the head with this one, ludwig's podcast video released at the exact moment the graph changes
9
Reply

Figure 58: Gliccit agrees with DarkViperAU's video debunking Ludwig's secret channel.[46] However...

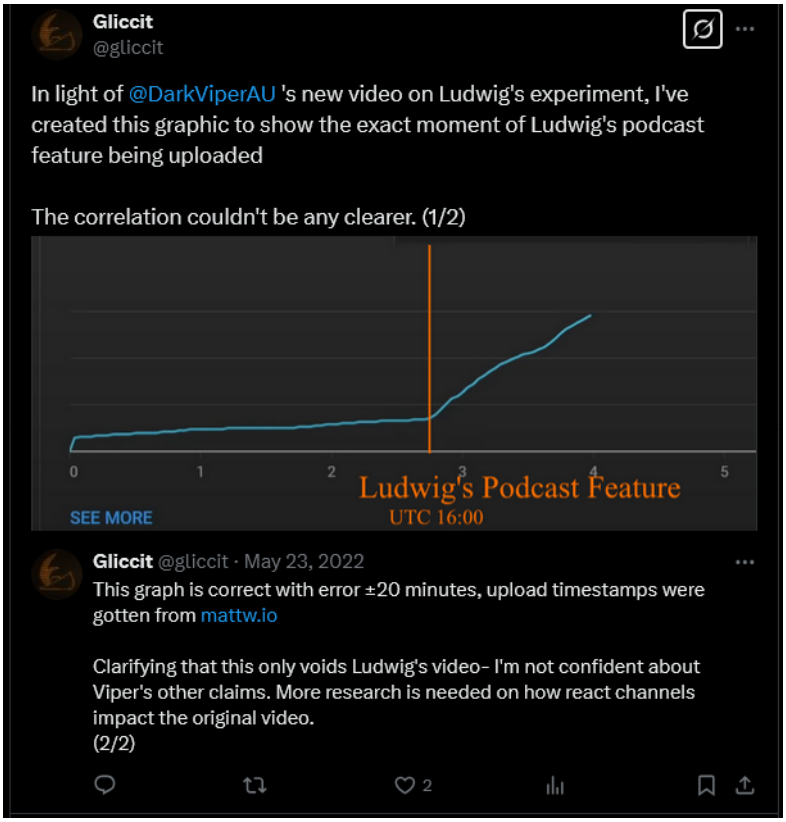

Gliccit
@gliccit
In light of @DarkViperAU 's new video on Ludwig's experiment, I've created this graphic to show the exact moment of Ludwig's podcast feature being uploaded
The correlation couldn't be any clearer. (1/2)
0
1
2
3
4
5
Ludwig's Podcast Feature
UTC 16:00
SEE MORE
Gliccit @gliccit · May 23, 2022
This graph is correct with error ±20 minutes, upload timestamps were gotten from mattw.io
Clarifying that this only voids Ludwig's video- I'm not confident about Viper's other claims. More research is needed on how react channels impact the original video.
(2/2)
2

Figure 59: Gliccit *still* remains adamant that more research is necessary on how react channels impact original videos.[47]

Gliccit would continue to argue in the comment section of DarkViperAU's main anti-react video, as well as other videos showing positive reception to his series, to repeat his same arguments to multiple different people.

Reading through discussion threads closely, it is almost pitiful that strangers have attempted to enlighten Gliccit in what he failed to understand about DarkViperAU's points, and yet Gliccit still refuses to concede years later.[67]

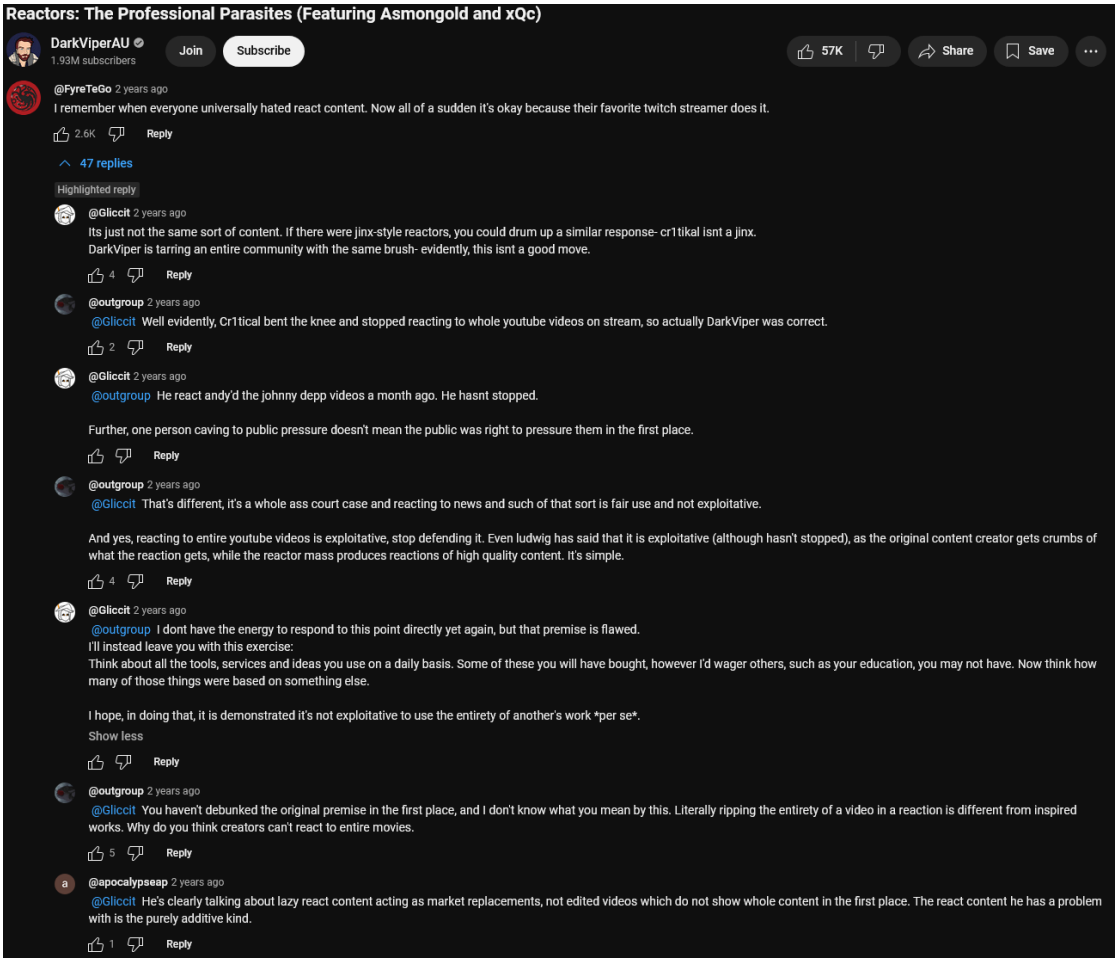

Reactors: The Professional Parasites (Featuring Asmongold and xQc)
DarkViperAU
1.93M subscribers
Join
Subscribe
57K
Share
Save
@FyreTeGo 2 years ago
I remember when everyone universally hated react content. Now all of a sudden it's okay because their favorite twitch streamer does it.
2.6K
Reply
47 replies
Highlighted reply
@Gliccit 2 years ago
Its just not the same sort of content. If there were jinx-style reactors, you could drum up a similar response- cr1tikal isnt a jinx.
DarkViper is tarring an entire community with the same brush- evidently, this isnt a good move.
4
Reply
@outgroup 2 years ago
@Gliccit Well evidently, Cr1tical bent the knee and stopped reacting to whole youtube videos on stream, so actually DarkViper was correct.
2
Reply
@Gliccit 2 years ago
@outgroup He react andy'd the johnny depp videos a month ago. He hasnt stopped.
Further, one person caving to public pressure doesn't mean the public was right to pressure them in the first place.
Reply
@outgroup 2 years ago
@Gliccit That's different, it's a whole ass court case and reacting to news and such of that sort is fair use and not exploitative.
And yes, reacting to entire youtube videos is exploitative, stop defending it. Even ludwig has said that it is exploitative (although hasn't stopped), as the original content creator gets crumbs of what the reaction gets, while the reactor mass produces reactions of high quality content. It's simple.
4
Reply
@Gliccit 2 years ago
@outgroup I dont have the energy to respond to this point directly yet again, but that premise is flawed.
I'll instead leave you with this exercise:
Think about all the tools, services and ideas you use on a daily basis. Some of these you will have bought, however I'd wager others, such as your education, you may not have. Now think how many of those things were based on something else.
I hope, in doing that, it is demonstrated it's not exploitative to use the entirety of another's work *per se*.
Show less
Reply
@outgroup 2 years ago
@Gliccit You haven't debunked the original premise in the first place, and I don't know what you mean by this. Literally ripping the entirety of a video in a reaction is different from inspired works. Why do you think creators can't react to entire movies.
5
Reply
@apocalypseap 2 years ago
@Gliccit He's clearly talking about lazy react content acting as market replacements, not edited videos which do not show whole content in the first place. The react content he has a problem with is the purely additive kind.
1
Reply

Figure 60: Gliccit continues to defend commentary-reaction content and doesn't consider reuploads harmful unless they're "jinx-style".[68] Multiple commentors chime in, pointing out that Gliccit isn't actually debunking any arguments DarkViperAU made.[48]

[67] This contradicts the claim some wish to make that DarkViperAU's points were not well-argued; other viewers understood DarkViperAU's points just fine.

[68] *Jinx* was a reaction YouTuber circa 2015, when reaction content was more widely stigmatised.[49]

Gliccit would also attempt to divert positive reception of the anti-react sentiment to alternative videos he preferred, such as one produced by *Jay Exci*[50] which critiqued Hasan Piker "reacting" to a video of theirs, in which Hasan Piker left Jay's video playing on his livestream while he went to the bathroom, and generally provided low-effort commentary.[51]

Investigating the matter further, Jay Exci themselves created reaction content on occasion, and so obviously hold the position that some forms of react content are okay. Going further, Nicholas DeOrio is credited at the end of Jay Exci's video having assisted with its' production, and Nick also happens to despise Hasan Piker's "lazy" reactions. Gliccit's appeal for this video is then obvious.

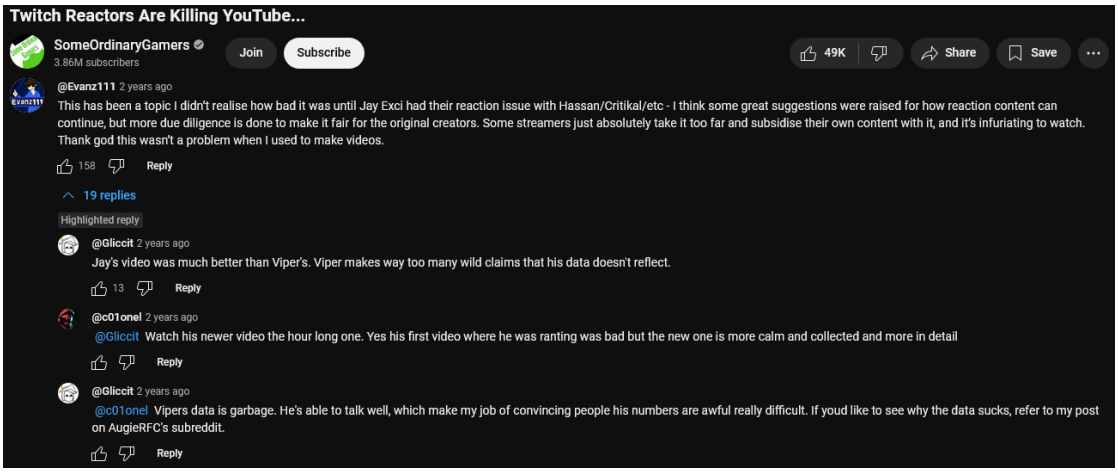

Twitch Reactors Are Killing YouTube...
SomeOrdinaryGamers
3.86M subscribers
Join
Subscribe
49K
Share
Save
@Evanz111 2 years ago
This has been a topic I didn't realise how bad it was until Jay Exci had their reaction issue with Hassan/Critikal/etc - I think some great suggestions were raised for how reaction content can continue, but more due diligence is done to make it fair for the original creators. Some streamers just absolutely take it too far and subsidise their own content with it, and it's infuriating to watch. Thank god this wasn't a problem when I used to make videos.
158
Reply
19 replies
Highlighted reply
@Gliccit 2 years ago
Jay's video was much better than Viper's. Viper makes way too many wild claims that his data doesn't reflect.
13
Reply
@c01onel 2 years ago
@Gliccit Watch his newer video the hour long one. Yes his first video where he was ranting was bad but the new one is more calm and collected and more in detail
Reply
@Gliccit 2 years ago
@c01onel Vipers data is garbage. He's able to talk well, which make my job of convincing people his numbers are awful really difficult. If youd like to see why the data sucks, refer to my post on AugieRFC's subreddit.
Reply

Figure 61: Gliccit comments how *Jay Exci*'s video critiquing Hasan Piker's lazy reactions was *"much better than Viper's"*, and that DarkViperAU's *"data is garbage"*.[52] [69]

Nicholas DeOrio
@nicholasdeorio
Subscribe
It's easy to say the drama around React Content is sensationalized or virtue signaled if you're willing to just ignore Jay Exci's video last year. An actual content creator expressing their discontent and as a result, they were shown extreme hostility.
3:26 AM · Jul 31, 2023 · 29.2K Views
9
35
638
13
Gliccit @gliccit · Jul 31, 2023
I think there is a key difference between Exci's well-made and reasonable video, versus the likes of Darkviper. Darkviper's video is incredibly sensationalised, and its completely valid to tear people who make videos like that down.
3
604

Figure 62: Nicholas DeOrio promotes Jay Exci's video with Gliccit following, labelling DarkViperAU's main anti-react video sensational.[53]

[69] Gliccit refers to a post made on an AugieRFC related subreddit that will be discussed later.

Continuing to later events, when DarkViperAU attempted to DMCA strike ChudLogic and YouTube rejected the claim, Gliccit can be found in the comments believing that the reaction should be considered Fair Use.

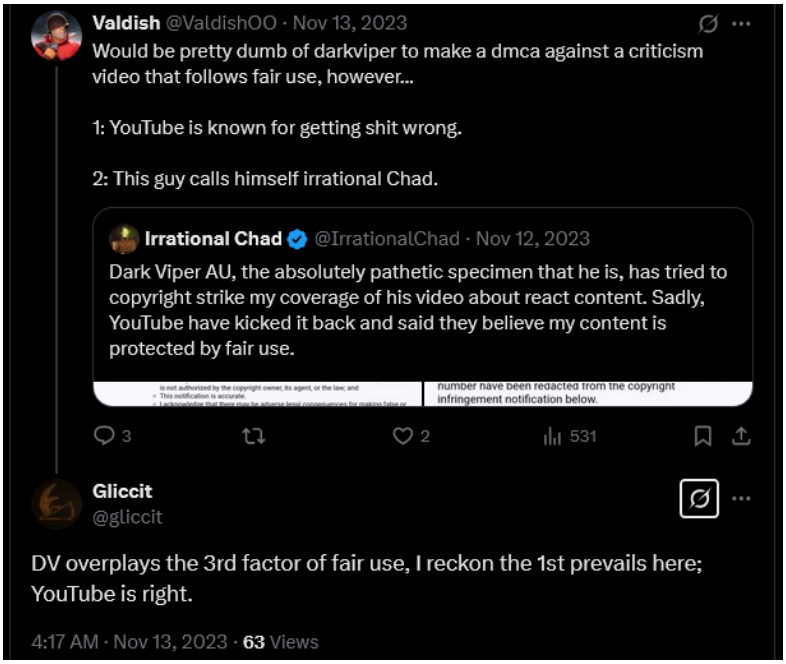

Valdish @ValdishOO · Nov 13, 2023
Would be pretty dumb of darkviper to make a dmca against a criticism video that follows fair use, however...
1: YouTube is known for getting shit wrong.
2: This guy calls himself irrational Chad.
Irrational Chad @IrrationalChad · Nov 12, 2023
Dark Viper AU, the absolutely pathetic specimen that he is, has tried to copyright strike my coverage of his video about react content. Sadly, YouTube have kicked it back and said they believe my content is protected by fair use.
number have been redacted from the copyright infringement notification below.
3
2
531
Gliccit
@gliccit
DV overplays the 3rd factor of fair use, I reckon the 1st prevails here; YouTube is right.
4:17 AM · Nov 13, 2023 · 63 Views

Figure 63: Gliccit believes that YouTube was correct in denying the claim.[54]

When DarkViperAU then hired a lawyer to confirm the content infringing, and YouTube reviewing the claim and taking ChudLogic's video down, Gliccit can again be found in the comment section of DarkViperAU's response attempting to raise other critiques, never conceding that perhaps he had a misunderstanding of copyright laws and the intent of Fair Use.

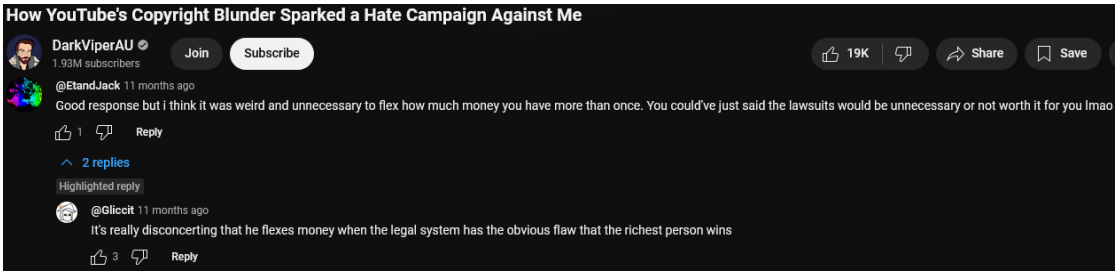

How YouTube's Copyright Blunder Sparked a Hate Campaign Against Me
DarkViperAU
1.93M subscribers
Join
Subscribe
19K
Share
Save
@EtandJack 11 months ago
Good response but i think it was weird and unnecessary to flex how much money you have more than once. You could've just said the lawsuits would be unnecessary or not worth it for you lmao
1
Reply
2 replies
Highlighted reply
@Gliccit 11 months ago
It's really disconcerting that he flexes money when the legal system has the obvious flaw that the richest person wins
3
Reply

Figure 64: Gliccit argues that the legal system isn't fair because the person with the most money wins.[55]

Some drama YouTubers would of course cover DarkViperAU successfully taking down Chud-Logic's video, with sentiment generally expressing concern at whether this decision would have adverse effects for commentary channels.

One such example was from *Acheeto*,[56] who received such extensive backlash from their position[57] [58] that they released a response video [59] in which they apologised and shared a private discussion with DarkViperAU for clarifications on the matter.

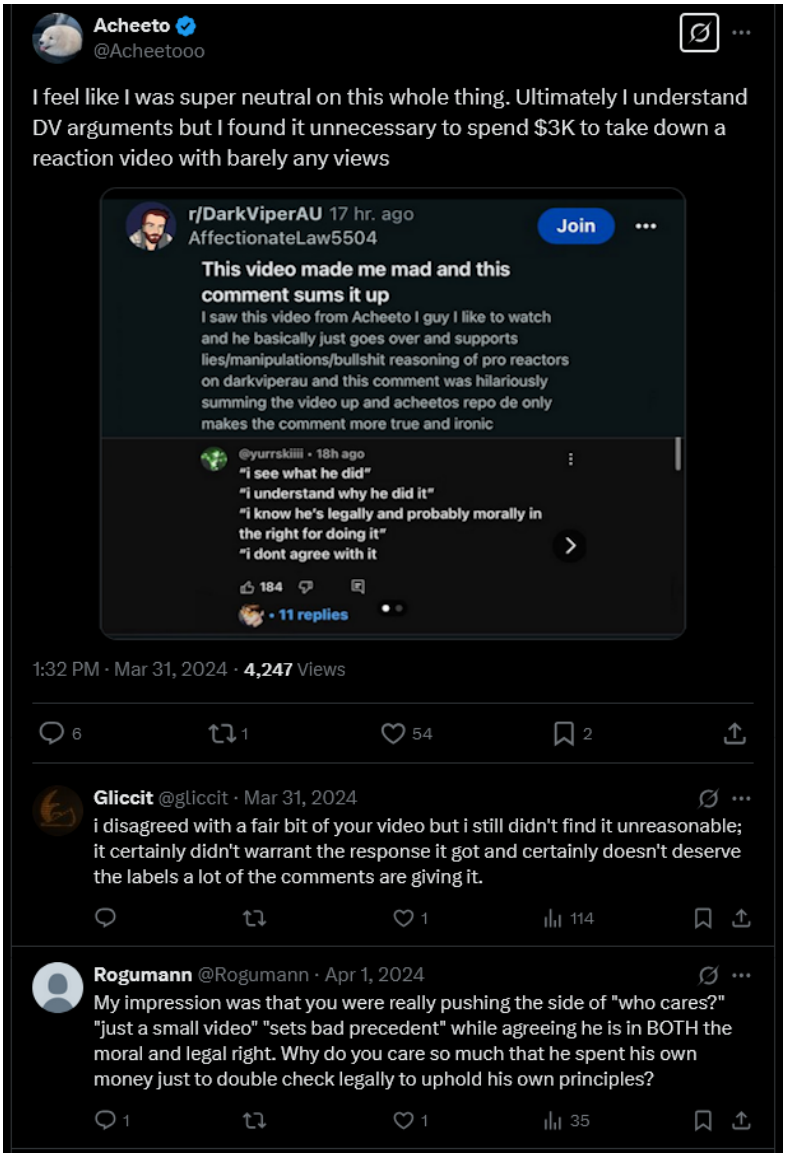

Acheeto
@Acheetooo
I feel like I was super neutral on this whole thing. Ultimately I understand DV arguments but I found it unnecessary to spend $3K to take down a reaction video with barely any views
r/DarkViperAU 17 hr. ago
AffectionateLaw5504
Join
This video made me mad and this comment sums it up
I saw this video from Acheeto I guy I like to watch and he basically just goes over and supports lies/manipulations/bullshit reasoning of pro reactors on darkviperau and this comment was hilariously summing the video up and acheetos repo de only makes the comment more true and ironic
@yurrskiiii · 18h ago
"i see what he did"
"i understand why he did it"
"i know he's legally and probably morally in the right for doing it"
"i dont agree with it
184
11 replies
1:32 PM · Mar 31, 2024 · 4,247 Views
6
1
54
2
Gliccit @gliccit · Mar 31, 2024
i disagreed with a fair bit of your video but i still didn't find it unreasonable; it certainly didn't warrant the response it got and certainly doesn't deserve the labels a lot of the comments are giving it.
1
114
Rogumann @Rogumann · Apr 1, 2024
My impression was that you were really pushing the side of "who cares?" "just a small video" "sets bad precedent" while agreeing he is in BOTH the moral and legal right. Why do you care so much that he spent his own money just to double check legally to uphold his own principles?
1
1
35

Figure 65: Gliccit found the video to be reasonable despite the overwhelmingly negative response. Surrounding comments provide explanations as to why the video was not well received.[60]

Gliccit seems unaware that those DarkViperAU critiques can be, by virtue of producing react content, ethically and morally corrupt. They are not below misrepresenting their opposition when given the opportunity, and this has taken an adverse effect on Gliccit's perception of DarkViperAU. Drama channels are largely only interested in painting their targets with negative narratives, resulting in them only ever focusing on negative circumstances.

Perhaps the most egregious instance occurring to DarkViperAU is the assertion that he directly compared reaction content to rape. This is incorrect, and the statement referred to explicitly taken out of context so that its' true meaning be obscured; that someone who defends their actions by asking for consent **after** the fact is not to be trusted.[70]

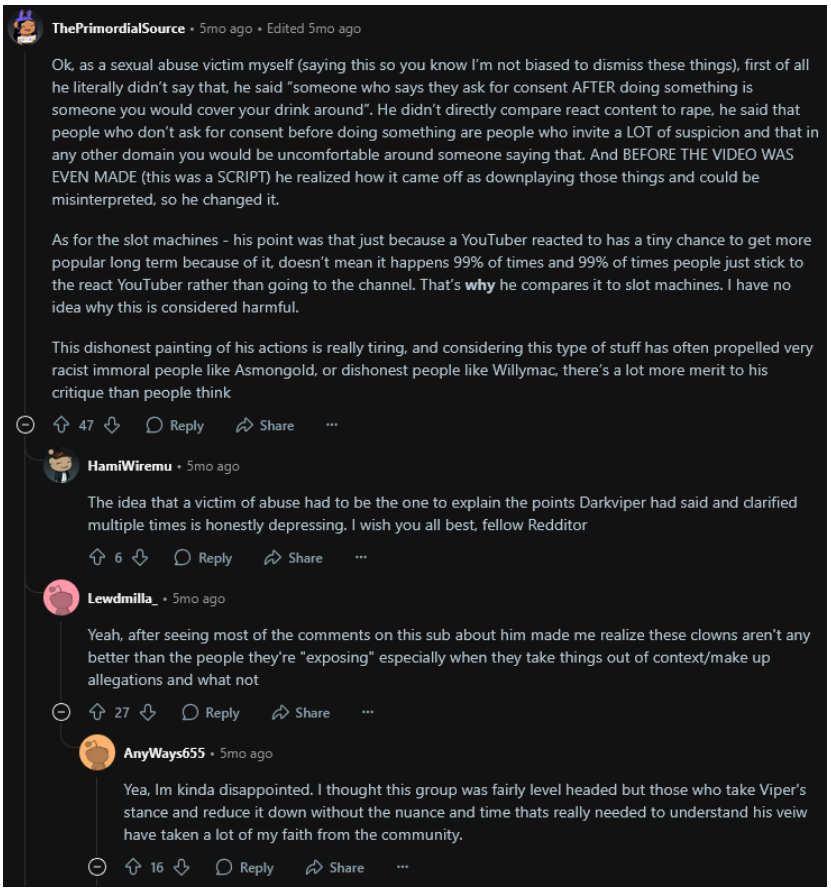

ThePrimordialSource • 5mo ago • Edited 5mo ago
Ok, as a sexual abuse victim myself (saying this so you know I'm not biased to dismiss these things), first of all he literally didn't say that, he said "someone who says they ask for consent AFTER doing something is someone you would cover your drink around". He didn't directly compare react content to rape, he said that people who don't ask for consent before doing something are people who invite a LOT of suspicion and that in any other domain you would be uncomfortable around someone saying that. And BEFORE THE VIDEO WAS EVEN MADE (this was a SCRIPT) he realized how it came off as downplaying those things and could be misinterpreted, so he changed it.
As for the slot machines - his point was that just because a YouTuber reacted to has a tiny chance to get more popular long term because of it, doesn't mean it happens 99% of times and 99% of times people just stick to the react YouTuber rather than going to the channel. That's why he compares it to slot machines. I have no idea why this is considered harmful.
This dishonest painting of his actions is really tiring, and considering this type of stuff has often propelled very racist immoral people like Asmongold, or dishonest people like Willymac, there's a lot more merit to his critique than people think
47 Reply Share
HamiWiremu • 5mo ago
The idea that a victim of abuse had to be the one to explain the points Darkviper had said and clarified multiple times is honestly depressing. I wish you all best, fellow Redditor
6 Reply Share
Lewdmilla_ • 5mo ago
Yeah, after seeing most of the comments on this sub about him made me realize these clowns aren't any better than the people they're "exposing" especially when they take things out of context/make up allegations and what not
27 Reply Share
AnyWays655 • 5mo ago
Yea, Im kinda disappointed. I thought this group was fairly level headed but those who take Viper's stance and reduce it down without the nuance and time thats really needed to understand his veiw have taken a lot of my faith from the community.
16 Reply Share

Figure 66: This misrepresentation is repeated ad nauseam, to a degree that participants of drama-focused subreddits have the desire to debunk and explain it.[62]

Gliccit has effectively fallen for a propaganda campaign purporting DarkViperAU to possess insane ideologies. Perhaps due to his personal enjoyment of react content, Gliccit has done so willingly.

[70] This is to refute Hasan Piker's absurd defences of reaction content and consent, in which he makes statements such as "Most of the people would consent", that asking for permission afterwards is necessary to produce react content, how consent can be disregarded if those who would refuse are the minority, and if you didn't want Hasan to react to your videos, you'd hide them better.[61]

Nicholas DeOrio @nicholasdeorio · Aug 8, 2023
I would take Ethan over Dark Viper for this debate imo. This is like his one principled position and he hasn't compared react content to rape.
4
4
85
5.3K
Gliccit @gliccit · Aug 8, 2023
I don't expect much from Ethan given his track record, but to be fair he has practical experience to fall back on.
This could actually bring about the first reasonable H3H3 take in a long time
1
271

Figure 67: Nicholas DeOrio shares his opinion of *Ethan Klein (h3h3)* live-debating xQc on react content and produces the misrepresented analogy. Gliccit makes no effort to correct Nick's false claim.[63]

Gliccit
@gliccit
DV has always been off the rails, I saw through his statistics arguments a year ago- the guy was yapping for 14 pages about the youtube analytics equivalent of a conspiracy theory.
I think everyone kinda knew he was after the whole SA analogy thing
4:06 AM · Nov 13, 2023 · 49 Views
5

Figure 68: Gliccit later parrots the same debunked argument.[64]

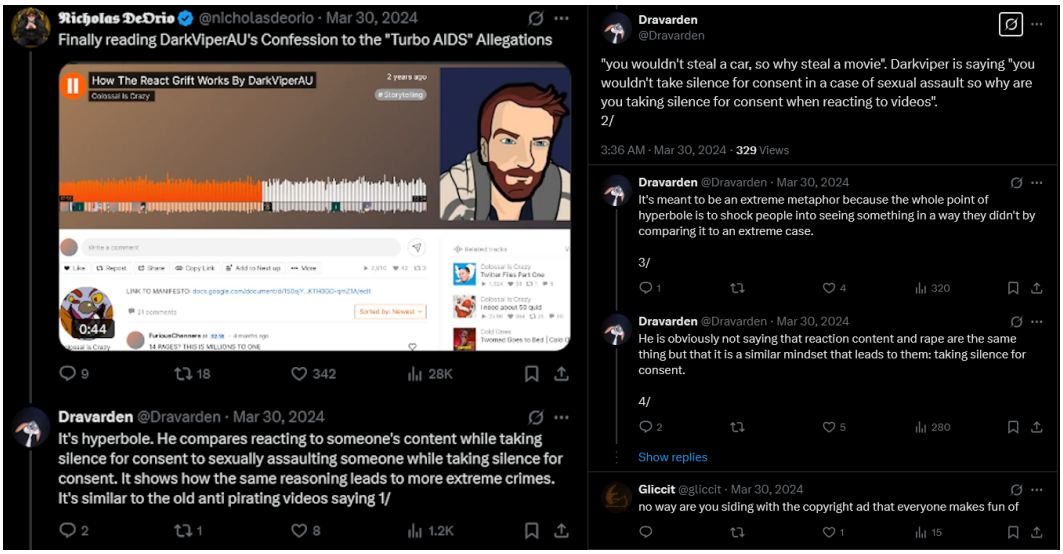

Nicholas DeOrio @nicholasdeorio · Mar 30, 2024
Finally reading DarkViperAU's Confession to the "Turbo AIDS" Allegations
How The React Grift Works By DarkViperAU
Colossal Is Crazy
2 years ago
#Storytelling
0:44
9
18
342
28K
Dravarden @Dravarden · Mar 30, 2024
It's hyperbole. He compares reacting to someone's content while taking silence for consent to sexually assaulting someone while taking silence for consent. It shows how the same reasoning leads to more extreme crimes. It's similar to the old anti pirating videos saying 1/
2
1
8
1.2K
Dravarden
@Dravarden
"you wouldn't steal a car, so why steal a movie". Darkviper is saying "you wouldn't take silence for consent in a case of sexual assault so why are you taking silence for consent when reacting to videos".
2/
3:36 AM · Mar 30, 2024 · 329 Views
Dravarden @Dravarden · Mar 30, 2024
It's meant to be an extreme metaphor because the whole point of hyperbole is to shock people into seeing something in a way they didn't by comparing it to an extreme case.
3/
1
4
320
Dravarden @Dravarden · Mar 30, 2024
He is obviously not saying that reaction content and rape are the same thing but that it is a similar mindset that leads to them: taking silence for consent.
4/
2
5
280
Show replies
Gliccit @gliccit · Mar 30, 2024
no way are you siding with the copyright ad that everyone makes fun of
1
15

Figure 69: When someone sought to clarify that the SA analogy was made intentionally hyperbolic, Gliccit chimes in, dodging the clarification in its' entirety.[71]

[71] Gliccit has since deleted this post, which was screenshot on the 9th of March 2025.

Gliccit implies himself to be an expert on DarkViperAU's arguments against reaction content, and perhaps by extension, DarkViperAU's history as a content creator (Figure 12). Since Gliccit has only ever seen DarkViperAU through the eyes of drama, he believes the controversies witnessed to be repeat offences.

Scrutinising his statements often reveals he has only seen a portion of a controversy presented to him from a drama-commentary figure, and that he has not sought clarification or conclusions in his own time, which his self-confidence implies. In certain cases, he oversteps and makes entirely false statements.

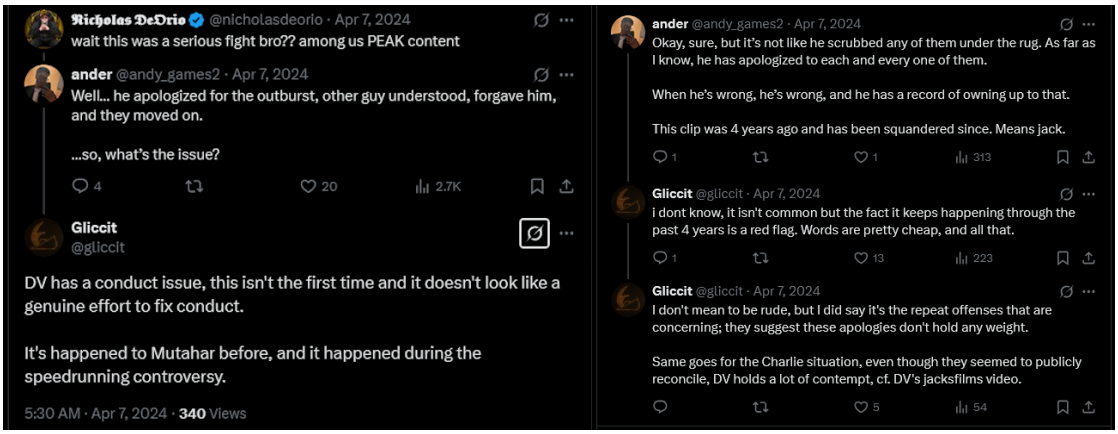

Nicholas DeDrio @nicholasdeorio · Apr 7, 2024
wait this was a serious fight bro?? among us PEAK content
ander @andy_games2 · Apr 7, 2024
Well... he apologized for the outburst, other guy understood, forgave him, and they moved on.
...so, what's the issue?
4
20
2.7K
Gliccit
@gliccit
DV has a conduct issue, this isn't the first time and it doesn't look like a genuine effort to fix conduct.
It's happened to Mutahar before, and it happened during the speedrunning controversy.
5:30 AM · Apr 7, 2024 · 340 Views
ander @andy_games2 · Apr 7, 2024
Okay, sure, but it's not like he scrubbed any of them under the rug. As far as I know, he has apologized to each and every one of them.
When he's wrong, he's wrong, and he has a record of owning up to that.
This clip was 4 years ago and has been squandered since. Means jack.
1
1
313
Gliccit @gliccit · Apr 7, 2024
i dont know, it isn't common but the fact it keeps happening through the past 4 years is a red flag. Words are pretty cheap, and all that.
1
13
223
Gliccit @gliccit · Apr 7, 2024
I don't mean to be rude, but I did say it's the repeat offenses that are concerning; they suggest these apologies don't hold any weight.
Same goes for the Charlie situation, even though they seemed to publicly reconcile, DV holds a lot of contempt, cf. DV's jacksfilms video.
5
54

Figure 70: Given Gliccit's implied expertise on DarkViperAU, claiming certain events to be related.[65][72][73]

Perhaps the most repugnant observation across this entire section is how authoritative and confident Gliccit remains, always framing himself as an expert, unaware that he possesses a ludicrously warped perception of DarkViperAU and his work.

[73] Gliccit first refers to the brief DarkViperAU vs. Mutahar spat that he saw through AugieRFC which occurred in 2021, a long-resolved "speedrunning controversy" from 2021 involving UnNameD (which was not related to speedrunning), and the video that ChudLogic reacted to (referred to as "Jacksfilms video"), in which DarkViperAU held resentment for *MoistCritikal*, who was the largest influencer to misconstrue the aforementioned consent analogy, which occurred in 2022.

[73] Unbeknownst to Gliccit, DarkViperAU clarified on the 10th of November 2023 in a Viper Rambles video that he and *MoistCritikal* cleared things up to completion in Twitter DMs and held no animosity.[66] To claim these "keep happening through the past 4 years" and that no "genuine effort to fix conduct" is a lie, as such events have not kept happening; DarkViperAU can be directly quoted as having changed his policy for streaming since.[67]

Gliccit would additionally discuss DarkViperAU's anti-react series on Reddit, and a response he gave to Nicholas DeOrio is somewhat self-fulfilling.

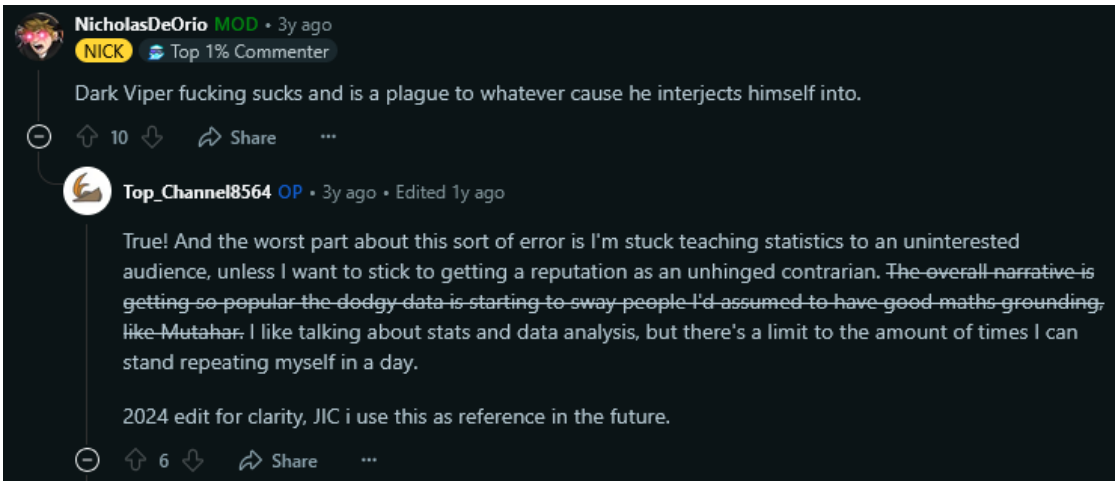

NicholasDeOrio MOD • 3y ago
NICK
Top 1% Commenter
Dark Viper fucking sucks and is a plague to whatever cause he interjects himself into.
10
Share
Top_Channel8564 OP • 3y ago • Edited 1y ago
True! And the worst part about this sort of error is I'm stuck teaching statistics to an uninterested audience, unless I want to stick to getting a reputation as an unhinged contrarian. The overall narrative is getting so popular the dodgy data is starting to sway people I'd assumed to have good maths grounding, like Mutahar. I like talking about stats and data analysis, but there's a limit to the amount of times I can stand repeating myself in a day.
2024 edit for clarity, JIC i use this as reference in the future.
6
Share

Figure 71: Gliccit finds concern that SomeOrdinaryGamers (Mutahar) was swayed by DarkViperAU's arguments against react content. The page's content has been altered to recover the text removed from Gliccit's post.[68]

Gliccit does not wish to gain the label of an "unhinged contrarian", yet his subsequent behaviour; attempting to discredit DarkViperAU's claims wherever possible, failing to understand the arguments presented, refusing to concede when his beliefs prove faulty, ignoring responses that detail why he is incorrect, agreeing with videos receiving overwhelmingly negative reception, attempting to warp the history of dramas past, claiming to have "files upon files" that discredit DarkViperAU's work, all because DarkViperAU critiqued something he likes...

...How can anyone **not** come to the conclusion that Gliccit is an unhinged contrarian?

At this point, one may propose that if Gliccit just spoke to DarkViperAU, perhaps this could all be cleared up. Maybe all that needs to happen is for Gliccit to receive clarification directly that refutes his arguments and he'll finally move on.

Unfortunately for Gliccit, this already happened 3 years ago. Figure 71 above stems from a rant post Gliccit made on an AugieRFC subreddit, which received a full response from DarkViperAU.

4.2 Previous interactions with DarkViperAU

Since Gliccit holds substantial esteem for those producing content DarkViperAU critiques, Gliccit is the least likely to take criticism of reaction content well. So much so, that Gliccit felt the need to vent about DarkViperAU's anti-react series in the community subreddit for WillyMacShow, Nicholas DeOrio and AugieRFC[74] known as *r/ClippedLive*.[69]

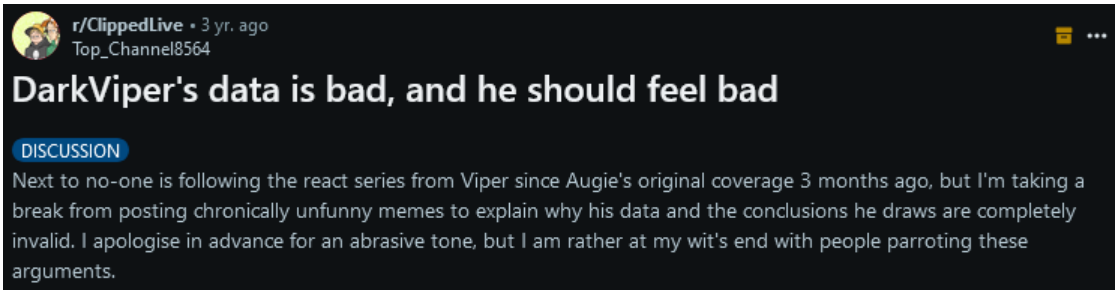

r/ClippedLive • 3 yr. ago
Top_Channel8564
DarkViper's data is bad, and he should feel bad
DISCUSSION
Next to no-one is following the react series from Viper since Augie's original coverage 3 months ago, but I'm taking a break from posting chronically unfunny memes to explain why his data and the conclusions he draws are completely invalid. I apologise in advance for an abrasive tone, but I am rather at my wit's end with people parroting these arguments.

Figure 72: Gliccit appears to have consumed DarkViperAU's video through coverage via AugieRFC.[75]

The purpose of this post was to jot down Gliccit's thoughts as to why he believes DarkViperAU's main anti-react video was bad, being pushed to his wits end hearing people parrot DarkViperAU's arguments.

To summarise, Gliccit's main critique of DarkViperAU's work were of figures presented within the chapter *"Is the reactee at least better off? (Data)"*, in which DarkViperAU studies various metrics of the channel *Josh Strife Hayes*.[76]

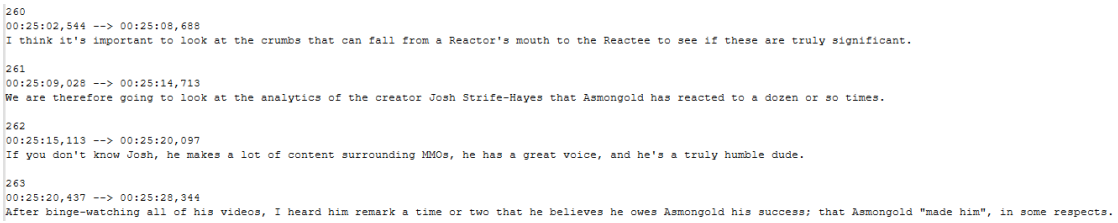

260
00:25:02,544 --> 00:25:08,688
I think it's important to look at the crumbs that can fall from a Reactor's mouth to the Reactee to see if these are truly significant.
261
00:25:09,028 --> 00:25:14,713
We are therefore going to look at the analytics of the creator Josh Strife-Hayes that Asmongold has reacted to a dozen or so times.
262
00:25:15,113 --> 00:25:20,097
If you don't know Josh, he makes a lot of content surrounding MMOs, he has a great voice, and he's a truly humble dude.
263
00:25:20,437 --> 00:25:28,344
After binge-watching all of his videos, I heard him remark a time or two that he believes he owes Asmongold his success; that Asmongold "made him", in some respects.

Figure 73: Josh Strife Hayes would go on to thank DarkViperAU in the comments for the insights the following section provided.

[74] Plus a handful of other commentary influencers such as TurkeyTom, and at the time, Bowblax.

[75] Augie's coverage specifically could not be found in his archives (perhaps it exists as a members-only stream?), however one can assume from his style of content that he probably played some of the video on stream, and occasionally paused to interject with arguments.

[76] When Gliccit later claims DarkViperAU's statistical arguments to be lousy, this is the section he's referring to.

DarkViperAU's intent with this data was to counter a belief Josh Strife Hayes held at the time; that Josh's success was the result of *Asmongold* reacting to Josh's videos. The overall conclusion from the data shown is that there was no correlation between the success of Josh's channel and Asmongold's reactions, of which Asmongold netted an estimated $25,000 for 20 reactions.

Figure 74: The data Gliccit is critiquing in his post.

Gliccit argued that the data shown was not granular enough to demonstrate how individual videos were affected by reactions to them, and that while the data did not show Josh's channel benefited from reactions, it also did not show that Josh's channel was harmed.[77] He additionally highlights that using a sample size of 1 is *"appalling for proof of claim over an entire community"*.[78]

Someone saw Gliccit's post, tagged *u/darkviperau* in a comment, and so DarkViperAU read the post and gave a full response.[70]

In DarkViperAU's response, he emphasises that the purpose was to show overall success; the performance of individual videos was irrelevant to his argument. Furthermore, granular statistics would not be able to show how a video that was reacted to would have performed if it had not been reacted to, and so Gliccit's critique makes no sense, and that Gliccit did not understand what DarkViperAU was discussing.

[77] If this argument sounds familiar, this is because he would propose the following conclusion from his research (see Figure 42), which was refuted in Section 3.5.

[78] This is of course ironic considering Gliccit's own analysis that came later.

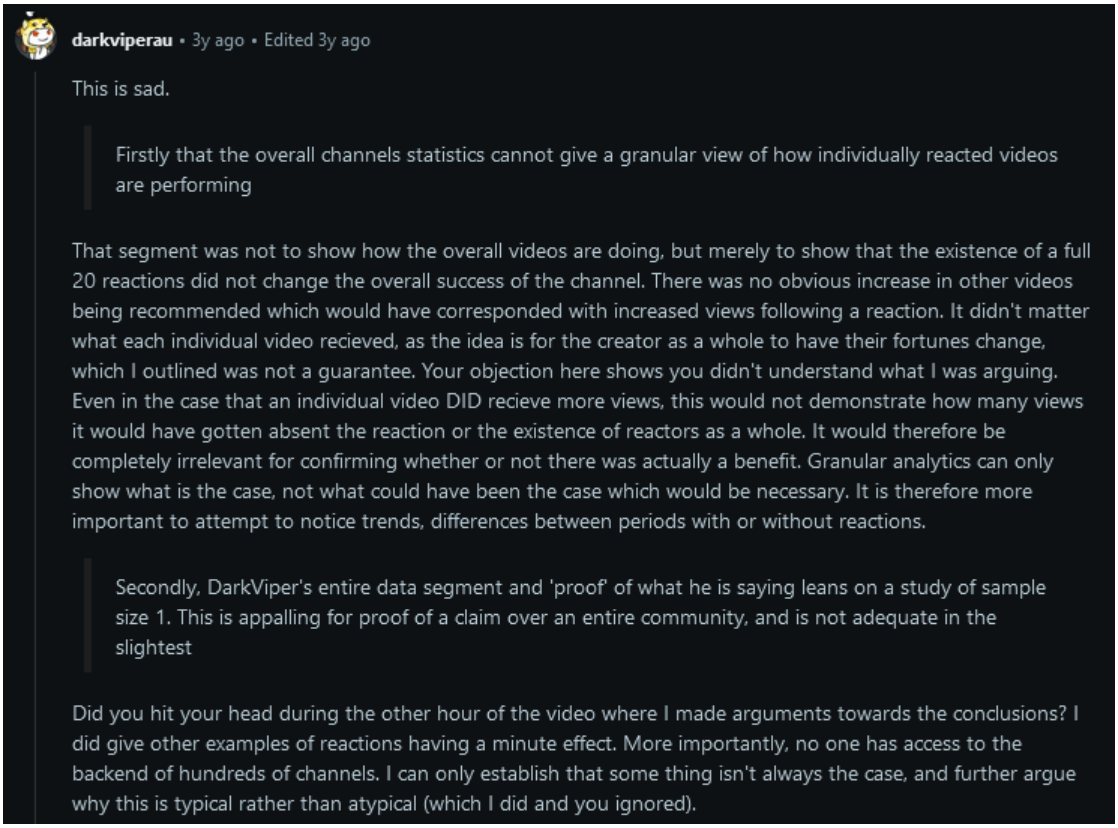

darkviperau • 3y ago • Edited 3y ago
This is sad.
Firstly that the overall channels statistics cannot give a granular view of how individually reacted videos are performing
That segment was not to show how the overall videos are doing, but merely to show that the existence of a full 20 reactions did not change the overall success of the channel. There was no obvious increase in other videos being recommended which would have corresponded with increased views following a reaction. It didn't matter what each individual video recieved, as the idea is for the creator as a whole to have their fortunes change, which I outlined was not a guarantee. Your objection here shows you didn't understand what I was arguing. Even in the case that an individual video DID recieve more views, this would not demonstrate how many views it would have gotten absent the reaction or the existence of reactors as a whole. It would therefore be completely irrelevant for confirming whether or not there was actually a benefit. Granular analytics can only show what is the case, not what could have been the case which would be necessary. It is therefore more important to attempt to notice trends, differences between periods with or without reactions.
Secondly, DarkViper's entire data segment and 'proof' of what he is saying leans on a study of sample size 1. This is appalling for proof of a claim over an entire community, and is not adequate in the slightest
Did you hit your head during the other hour of the video where I made arguments towards the conclusions? I did give other examples of reactions having a minute effect. More importantly, no one has access to the backend of hundreds of channels. I can only establish that some thing isn't always the case, and further argue why this is typical rather than atypical (which I did and you ignored).

Figure 75: DarkViperAU quotes sections of Gliccit's response when responding.

As DarkViperAU states, the arguments that extend his position further against react content to support his conclusions are contained within the rest of the hour-long video. Josh Strife Hayes' analytics were to show that reactions do not always contribute to a channel's success. The rest of the video is arguments pertaining to why this is to be expected.

Gliccit then continues to the crux of his defence; that reactors do not share the same audiences with creators.[79] Gliccit's reasoning is that a drama-commentary channel, such as AugieRFC would not share an audience with toddler entertainment channel *Cocomelon*.

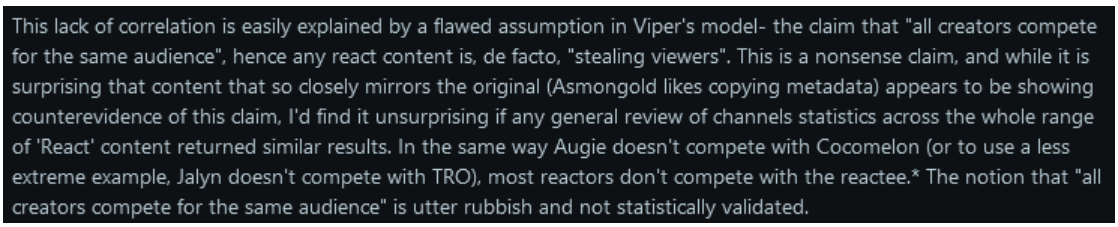

This lack of correlation is easily explained by a flawed assumption in Viper's model- the claim that "all creators compete for the same audience", hence any react content is, de facto, "stealing viewers". This is a nonsense claim, and while it is surprising that content that so closely mirrors the original (Asmongold likes copying metadata) appears to be showing counterevidence of this claim, I'd find it unsurprising if any general review of channels statistics across the whole range of 'React' content returned similar results. In the same way Augie doesn't compete with Cocomelon (or to use a less extreme example, Jalyn doesn't compete with TRO), most reactors don't compete with the reactee.* The notion that "all creators compete for the same audience" is utter rubbish and not statistically validated.

Figure 76: Gliccit describing his argument as to how reactors don't compete with reactees.

[79] Another familiar argument, contained within Figure 55.

It is likely that Gliccit is making this argument because *he* would not watch Cocomelon, however would watch AugieRFC laughing at a Cocomelon video. Therefore, this is not a viewer lost from Cocomelon, and so no harm done. I understand his argument here,[80] however it fails to attack the fundamental concept DarkViperAU made throughout his video; that reactors steal from **all** creators.

AugieRFC keeping himself live reacting to Cocomelon songs would compete with all other drama-commentary channels, and to a further extent, channels that critique music. It's far easier to upload a VOD of yourself laughing at the absurdity of Cocomelon's videos than it is to produce an edited video containing the same criticisms, because that takes more time and effort.

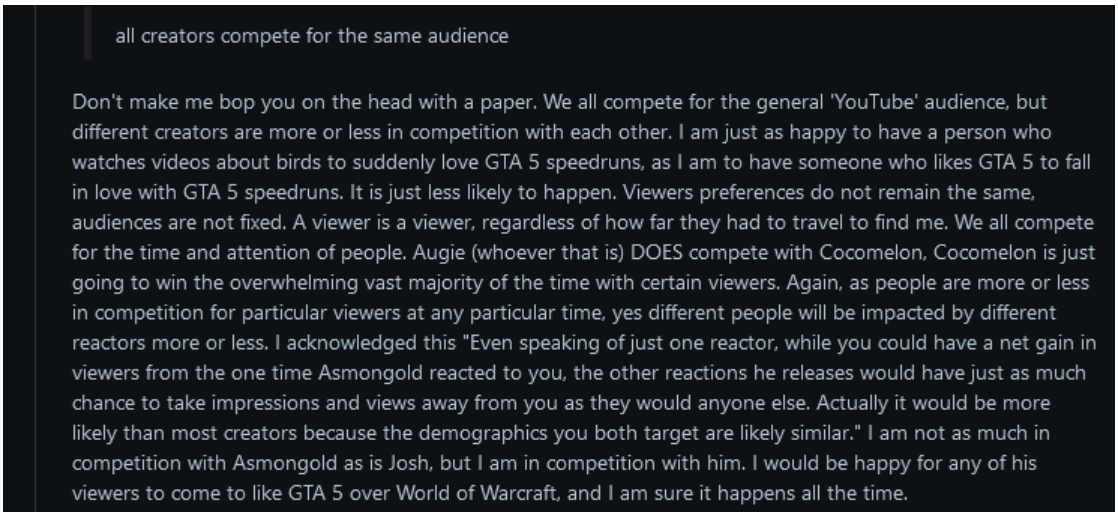

all creators compete for the same audience
Don't make me bop you on the head with a paper. We all compete for the general 'YouTube' audience, but different creators are more or less in competition with each other. I am just as happy to have a person who watches videos about birds to suddenly love GTA 5 speedruns, as I am to have someone who likes GTA 5 to fall in love with GTA 5 speedruns. It is just less likely to happen. Viewers preferences do not remain the same, audiences are not fixed. A viewer is a viewer, regardless of how far they had to travel to find me. We all compete for the time and attention of people. Augie (whoever that is) DOES compete with Cocomelon, Cocomelon is just going to win the overwhelming vast majority of the time with certain viewers. Again, as people are more or less in competition for particular viewers at any particular time, yes different people will be impacted by different reactors more or less. I acknowledged this "Even speaking of just one reactor, while you could have a net gain in viewers from the one time Asmongold reacted to you, the other reactions he releases would have just as much chance to take impressions and views away from you as they would anyone else. Actually it would be more likely than most creators because the demographics you both target are likely similar." I am not as much in competition with Asmongold as is Josh, but I am in competition with him. I would be happy for any of his viewers to come to like GTA 5 over World of Warcraft, and I am sure it happens all the time.

Figure 77: DarkViperAU argues that AugieRFC and Cocomelon do compete, if only slightly. More pertinent, is that the degree of competition varies between the reactor and reactee. Generally, all creators and reactors compete for the same audience.

More reasonably, Gliccit would also reference drama commentary YouTubers *Jayln*[71] and *The Right Opinion*[72] as examples. Gliccit believing these two channels do not compete reveals he doesn't understand basic economics. It is fairly obvious that both of these channels are of drama-commentary style, and therefore draw from similar audiences.

If we then insert AugieRFC's channel into the mix, it is clear that these three channels compete with each other. If AugieRFC were to "review" a video produced from either of these channels by watching it live, he would then be competing with those channels for viewers.

[80] I also believe that Gliccit hasn't used a correct example here regardless, as Cocomelon largely produces nursery rhymes, therefore a form of music. One issue raised by DarkViperAU is that having watched reaction video containing a full original video, you then have no purpose to seek out the original and watch it as well; you've already seen all of the content. DarkViperAU clarifies that music is different, as we typically **do** seek out songs to listen to again that we have liked. This reduces the harm that music reactions have on the original work.

Again, AugieRFC competes with bare minimum every drama-commentary channel ever. AugieRFC could certainly pump out "reviews" of other drama-commentary videos, and since that content takes a fraction of the time to produce compared to the original video, out-perform every non-reactor channel in the market. This is what DarkViperAU describes as "stealing viewers".

Almost every viewer does not exist solely to watch react content. Therefore, the view has been "lost" from **somewhere**, because the viewer would have watched something else if the react content didn't exist. Where the viewer came from does not need to be specified, only that if reactors didn't exist, the viewer would watch something else.[81]

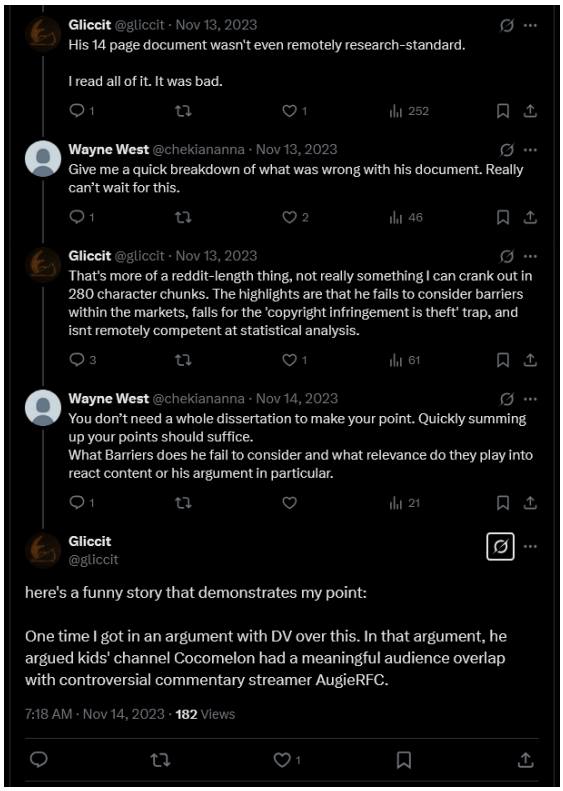

Gliccit @gliccit · Nov 13, 2023
His 14 page document wasn't even remotely research-standard.
I read all of it. It was bad.
1
1
252
Wayne West @chekiananna · Nov 13, 2023
Give me a quick breakdown of what was wrong with his document. Really can't wait for this.
1
2
46
Gliccit @gliccit · Nov 13, 2023
That's more of a reddit-length thing, not really something I can crank out in 280 character chunks. The highlights are that he fails to consider barriers within the markets, falls for the 'copyright infringement is theft' trap, and isnt remotely competent at statistical analysis.
3
1
61
Wayne West @chekiananna · Nov 14, 2023
You don't need a whole dissertation to make your point. Quickly summing up your points should suffice.
What Barriers does he fail to consider and what relevance do they play into react content or his argument in particular.
1
21
Gliccit
@gliccit
here's a funny story that demonstrates my point:
One time I got in an argument with DV over this. In that argument, he argued kids' channel Cocomelon had a meaningful audience overlap with controversial commentary streamer AugieRFC.
7:18 AM · Nov 14, 2023 · 182 Views
1

Figure 78: Recalling this situation years later, Gliccit still fails to understand DarkViperAU was referring to broad competition and misrepresents the point.[73]

This is something Gliccit seems to find literally incomprehensible, likely due to his own personal experiences with react streamers.

There are certainly some, like Gliccit, that only watch AugieRFC, and so believe AugieRFC did not steal a view from videos he reacts to. Again, this misses the point of the argument. Augie competes both directly with the reacted channels **and** more generally, all drama-commentary channels at a bare minimum, **and** it is obviously the case that someone who likes drama-commentary content in general may have watched the original if Augie's reaction didn't exist.

[81] In the extreme minority, perhaps they would instead not watch anything and do something more productive.

This is just a portion of DarkViperAU's arguments highlighting the various kinds of harm that react content have on the market. Reactors effectively poach a small amount of viewers from many different channels that are at least loosely related through their reactions.

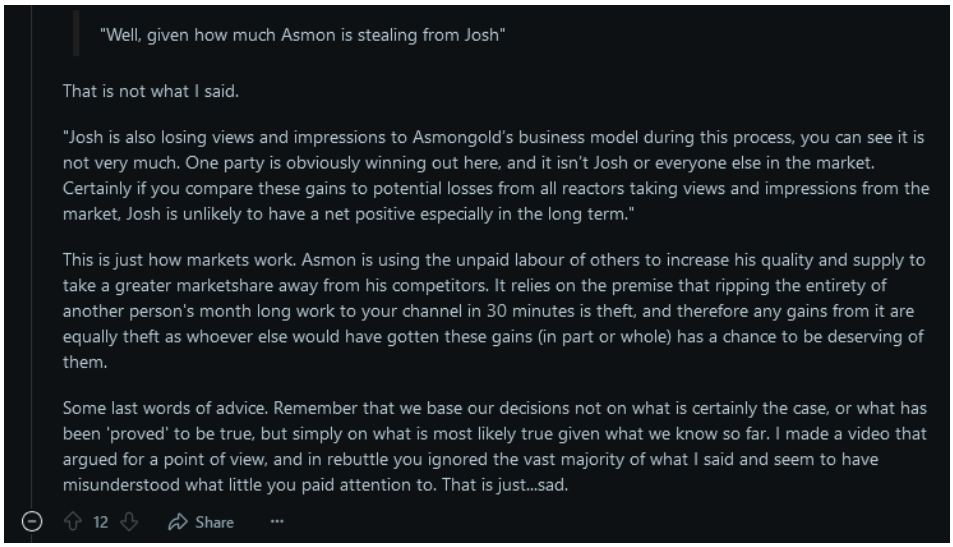

"Well, given how much Asmon is stealing from Josh"
That is not what I said.
"Josh is also losing views and impressions to Asmongold's business model during this process, you can see it is not very much. One party is obviously winning out here, and it isn't Josh or everyone else in the market. Certainly if you compare these gains to potential losses from all reactors taking views and impressions from the market, Josh is unlikely to have a net positive especially in the long term."
This is just how markets work. Asmon is using the unpaid labour of others to increase his quality and supply to take a greater marketshare away from his competitors. It relies on the premise that ripping the entirety of another person's month long work to your channel in 30 minutes is theft, and therefore any gains from it are equally theft as whoever else would have gotten these gains (in part or whole) has a chance to be deserving of them.
Some last words of advice. Remember that we base our decisions not on what is certainly the case, or what has been 'proved' to be true, but simply on what is most likely true given what we know so far. I made a video that argued for a point of view, and in rebuttle you ignored the vast majority of what I said and seem to have misunderstood what little you paid attention to. That is just...sad.
12
Share

Figure 79: DarkViperAU would finish his post reiterating why Asmongold's business model is damaging to Josh Strife Hayes.

Gliccit would provide a lengthy response largely just reiterating his points again, expressing a great interest in getting his hands on the data presented, rejecting the idea that DarkViperAU successfully detailed how reaction content has an overall negative impact.[70]

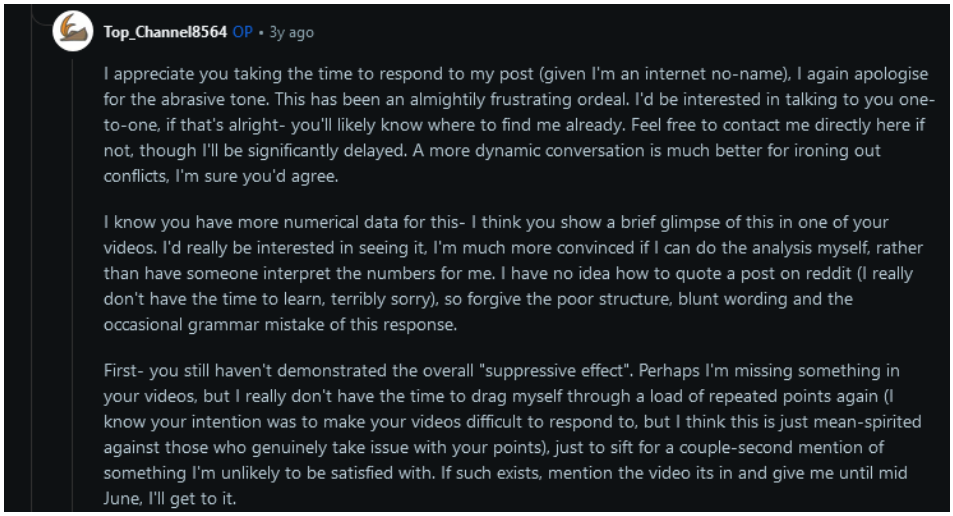

Top_Channel8564 OP • 3y ago
I appreciate you taking the time to respond to my post (given I'm an internet no-name), I again apologise for the abrasive tone. This has been an almightily frustrating ordeal. I'd be interested in talking to you one-to-one, if that's alright- you'll likely know where to find me already. Feel free to contact me directly here if not, though I'll be significantly delayed. A more dynamic conversation is much better for ironing out conflicts, I'm sure you'd agree.
I know you have more numerical data for this- I think you show a brief glimpse of this in one of your videos. I'd really be interested in seeing it, I'm much more convinced if I can do the analysis myself, rather than have someone interpret the numbers for me. I have no idea how to quote a post on reddit (I really don't have the time to learn, terribly sorry), so forgive the poor structure, blunt wording and the occasional grammar mistake of this response.
First- you still haven't demonstrated the overall "suppressive effect". Perhaps I'm missing something in your videos, but I really don't have the time to drag myself through a load of repeated points again (I know your intention was to make your videos difficult to respond to, but I think this is just mean-spirited against those who genuinely take issue with your points), just to sift for a couple-second mention of something I'm unlikely to be satisfied with. If such exists, mention the video its in and give me until mid June, I'll get to it.

Figure 80: Gliccit rejects DarkViperAU's ideas, and requests they share a direct discussion instead.

Gliccit would at one point in his response state that he has no motive to prove, and that he *"just really likes high standards"*. Given everything this document has shown, both of these statements are lies. Gliccit is personally compromised to an insidious degree, as he **does** have a point to prove to defend his favourite content, and is not interested in high standards, only feigning them to sound convincing; when scrutinised, Gliccit's work collapsed catastrophically.

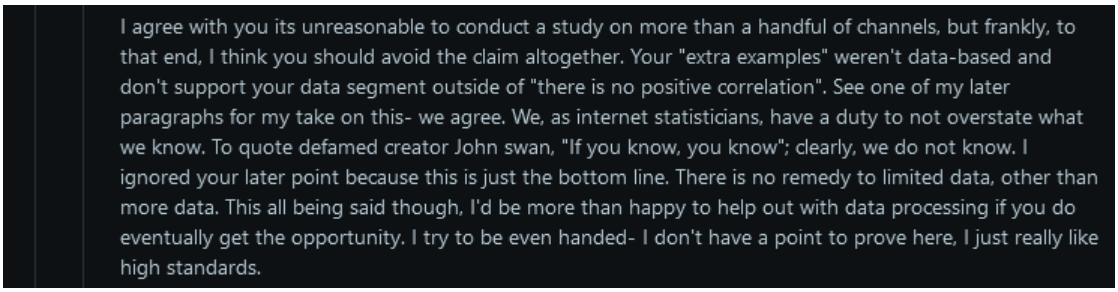

I agree with you its unreasonable to conduct a study on more than a handful of channels, but frankly, to that end, I think you should avoid the claim altogether. Your "extra examples" weren't data-based and don't support your data segment outside of "there is no positive correlation". See one of my later paragraphs for my take on this- we agree. We, as internet statisticians, have a duty to not overstate what we know. To quote defamed creator John swan, "If you know, you know"; clearly, we do not know. I ignored your later point because this is just the bottom line. There is no remedy to limited data, other than more data. This all being said though, I'd be more than happy to help out with data processing if you do eventually get the opportunity. I try to be even handed- I don't have a point to prove here, I just really like high standards.

Figure 81: Gliccit desires more data and offers to help with said analysis.

Rounding out his post, Gliccit rejects the idea of leveraging intuitive arguments to come to conclusions (those being basic economics), instead pushing for *"strong, compelling evidence"* before advising creators of their best interests.

Leveraging new context, Gliccit just wants his favourite reactors to stay in business; he holds the bar so unreasonably high that no one can ever prove him wrong.

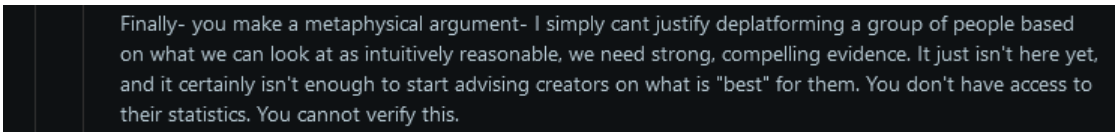

Finally- you make a metaphysical argument- I simply cant justify deplatforming a group of people based on what we can look at as intuitively reasonable, we need strong, compelling evidence. It just isn't here yet, and it certainly isn't enough to start advising creators on what is "best" for them. You don't have access to their statistics. You cannot verify this.

Figure 82: Gliccit rejects intuition and desires evidence.

It is damaging to Gliccit's credibility that despite having supposedly watched an hour-long video explaining how reactors steal from **all** creators by reacting to other people's works, he missed or rejected DarkViperAU's points entirely, instead fixating on a small data segment that he also did not understand the purpose of, and still cannot understand years later.

Gliccit fails to accurately represent DarkViperAU's critiques and arguments against react content, and it is difficult to tell if this is done purposefully or out of stupidity.[82]

Evident through the years of reaction content consumed, Gliccit has already made his mind up that reaction content is acceptable and not harmful. Gliccit only wishes to produce arguments that defend his conclusions, and is not above obscuring his biases to appear as a neutral source.

[82]Contrary to Gliccit's assertions, DarkViperAU's arguments against anti-react content have been understood by hundreds of thousands of people. It's not as if DarkViperAU failed to communicate his points; Gliccit either refuses to, or cannot understand them.

4.3 Experience in leveraging drama YouTubers

Gliccit presents himself as an expert on whatever topic he wishes to speak on. It is then expected that Gliccit appeals to drama-commentary influencers who wish to bolster their opinions by leveraging those who appear smarter than themselves.

As demonstrated, the confidence in Gliccit's words is often bluff; he is perfectly comfortable in making entirely incorrect statements, then taking offence when being implied to be an idiot for making such incorrect statements.

Drama influencers are not above picking fights and starting beefs. When there is little drama to feed on, they generate their own to convert into entertainment for their audiences. Many of the drama influencers mentioned within this document, even in passing, are to some degree controversial, or perhaps even disgraced, with their histories in controversy too substantial to summarise within this document.

John Swan[74] is yet another drama-commentary influencer who fits this description, and also who Gliccit's favourite commentary streamers were highly critical of.[83] The context of relevance to this section is that John Swan, like many others, took sponsorships to cover the costs of producing their videos.

(a) Thumbnail.

```
11
00:00:59,400 --> 00:01:01,021
This video was made possible by YoursApp.

12
00:01:01,221 --> 00:01:02,882
Learn more about them at the end of the video.
```

(b) John Swan states the sponsor for his video.

Figure 83: Video referenced. [75]

The video containing this sponsor summarises the collapse of a PC building company which failed to handle community backlash due to unprofessional behaviour, ultimately filing for bankruptcy, in which the company's repugnant disregard for ethics, morals, and honour during its exit were highlighted, with customers unable to chargeback for PCs they could never receive.

The irony in John Swan's sponsor segment was that his sponsor **also** appeared to be facing financial troubles, likely planning to exit the market. For a commentary video detailing and condemning a company pulling a dishonourable and ethically questionable exit, to then promote a sponsor of potentially similar fate (deceiving uninformed users into purchasing subscriptions that may not be honoured) was of course entertaining to a drama audience.[84]

[83] It appears that Gliccit once held John Swan to a high regard before controversies turned his opinion, labelling him as "defamed" in Figure 81.

Upon learning that John Swan's sponsor appeared to be facing financial woes, Gliccit felt the need to make it known to the rest of the world via Twitter and *r/ClippedLive*.

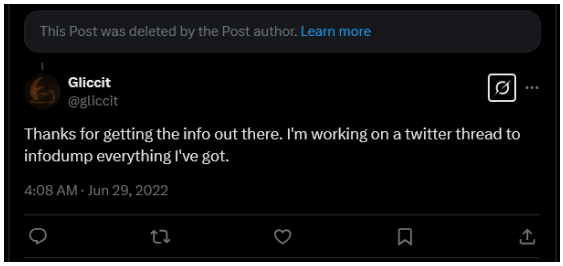

This Post was deleted by the Post author. Learn more
Gliccit
@gliccit
Thanks for getting the info out there. I'm working on a twitter thread to infodump everything I've got.
4:08 AM · Jun 29, 2022

Figure 84: Nicholas DeOrio is one to occasionally nuke his old tweets, however metadata from the Twitter API shows that this is a comment left on a post made by Nick. Given the time and context, this is referring to the John Swan sponsorship.[85]

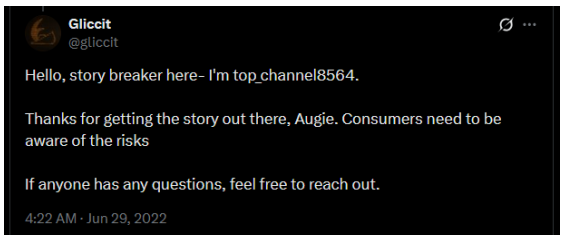
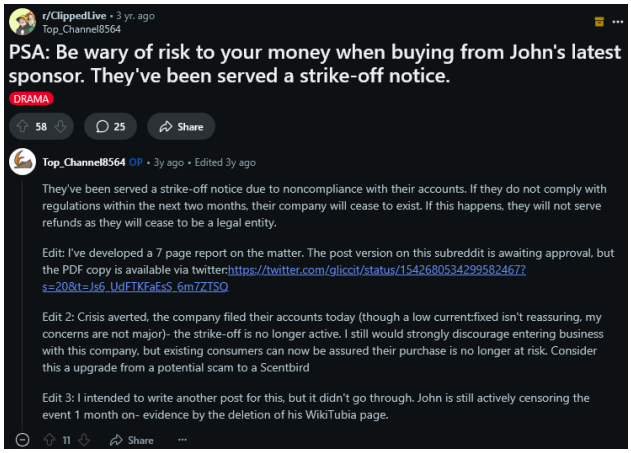
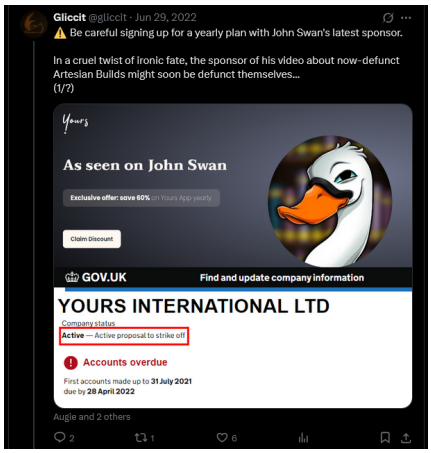

Gliccit
@gliccit
Hello, story breaker here- I'm top_channel8564.
Thanks for getting the story out there, Augie. Consumers need to be aware of the risks
If anyone has any questions, feel free to reach out.
4:22 AM · Jun 29, 2022

Figure 85: Gliccit also made other posts around the same time to similar commentary channels he liked.[76] [86]


r/ClippedLive • 3 yr. ago
Top_Channel8564
PSA: Be wary of risk to your money when buying from John's latest sponsor. They've been served a strike-off notice.
DRAMA
58
25
Share
Top_Channel8564 OP • 3y ago • Edited 3y ago
They've been served a strike-off notice due to noncompliance with their accounts. If they do not comply with regulations within the next two months, their company will cease to exist. If this happens, they will not serve refunds as they will cease to be a legal entity.
Edit: I've developed a 7 page report on the matter. The post version on this subreddit is awaiting approval, but the PDF copy is available via twitter:https://twitter.com/gliccit/status/1542680534299582467?s=20&t=Js6_UdFTKFaEsS_6m7ZTSQ
Edit 2: Crisis averted, the company filed their accounts today (though a low current:fixed isn't reassuring, my concerns are not major)- the strike-off is no longer active. I still would strongly discourage entering business with this company, but existing consumers can now be assured their purchase is no longer at risk. Consider this a upgrade from a potential scam to a Scentbird
Edit 3: I intended to write another post for this, but it didn't go through. John is still actively censoring the event 1 month on- evidence by the deletion of his WikiTubia page.
11
Share

(a) Reddit thread. [77]


Gliccit @gliccit · Jun 29, 2022
Be careful signing up for a yearly plan with John Swan's latest sponsor.
In a cruel twist of ironic fate, the sponsor of his video about now-defunct Artesian Builds might soon be defunct themselves...
(1/7)
As seen on John Swan
Exclusive offer: save 60%
Claim Discount
GOV.UK
Find and update company information
YOURS INTERNATIONAL LTD
Company status
Active — Active proposal to strike off
Accounts overdue
First accounts made up to 31 July 2021
due by 28 April 2022
Augie and 2 others

(b) Twitter thread. [78]

Figure 86: Gliccit's various posts across social media pertaining to the matter. Discussion of these threads has been cropped.

[85] Gliccit has since deleted this post, which was screenshot on the 9th of March 2025.
[86] Original posts also since deleted, however these comments remain accessible.

4.3.1 Blown out of proportion

Gliccit became obsessed with this seemingly controversial sponsorship, to the degree that he wrote a 7-page report about how John Swan was actively lying about the situation to protect himself.[79] John's defence is that, of course, he did not know the company was facing trouble.

Figure 87: The title of Gliccit's first document pertaining to John Swan's sponsorship.

The company in question does appear to have been legitimate, but poorly managed, and ultimately a failure. Despite the website remaining up, both their Apple and Play Store apps have since been removed.[80][81]

Gliccit took the stance that John should have known the sponsor to be risky for several reasons.[87] In doing so, he openly applied double standards.

If Gliccit wants to attack less-than-reputable sponsors within the commentary community, he could point out some of WillyMacShow's frequent sponsors such as FÜM, an essential oil vape promoted in 5 prior videos,[88] for which the health implications are believed to be worse than traditional vaping,[82][83][84] and so WillyMacShow may be hooking impressionable viewers onto a harmful addictive product...

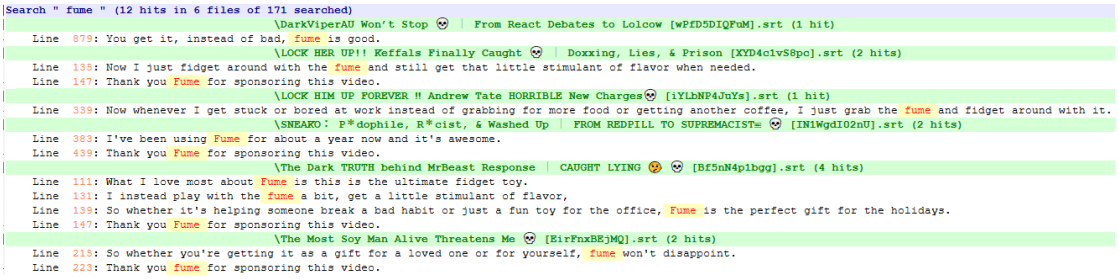

Search " fume " (12 hits in 6 files of 171 searched)
\DarkViperAU Won't Stop | From React Debates to Lolcow [wPfD5DIQFuM].srt (1 hit)
Line 879: You get it, instead of bad, fume is good.
\LOCK HER UP!! Keffals Finally Caught | Doxxing, Lies, & Prison [XYD4clvS8pc].srt (2 hits)
Line 135: Now I just fidget around with the fume and still get that little stimulant of flavor when needed.
Line 147: Thank you Fume for sponsoring this video.
\LOCK HIM UP FOREVER !! Andrew Tate HORRIBLE New Charges [iYLbNP4JuYs].srt (1 hit)
Line 339: Now whenever I get stuck or bored at work instead of grabbing for more food or getting another coffee, I just grab the fume and fidget around with it.
\SNEAKO: P*dophile, R*cist, & Washed Up | FROM REDPILL TO SUPREMACIST= [IN1WgdI02nU].srt (2 hits)
Line 383: I've been using Fume for about a year now and it's awesome.
Line 439: Thank you Fume for sponsoring this video.
\The Dark TRUTH behind MrBeast Response | CAUGHT LYING [Bf5nN4p1bgg].srt (4 hits)
Line 111: What I love most about Fume is this is the ultimate fidget toy.
Line 131: I instead play with the fume a bit, get a little stimulant of flavor,
Line 139: So whether it's helping someone break a bad habit or just a fun toy for the office, Fume is the perfect gift for the holidays.
Line 147: Thank you Fume for sponsoring this video.
\The Most Soy Man Alive Threatens Me [EirFnxBEjMQ].srt (2 hits)
Line 215: So whether you're getting it as a gift for a loved one or for yourself, fume won't disappoint.
Line 223: Thank you fume for sponsoring this video.

Figure 88: WillyMacShow advertising FÜM.

---

[86] John Swan was seemingly one to hold people to very high standards in various controversies and at this point in his career was seen as less than trustworthy, and so that he appeared to be promoting a scam sponsor (implying due diligence was not followed) was seen to some as yet another misleading and potentially malicious tactic from John Swan.

[87] Gliccit's arguments were that John Swan should have known the sponsor was high-risk because the address listed for the company was a virtual office, that the company was small and unknown, and that the app's content may not have been regularly updated, although this was only hypothesised. Gliccit wasn't going to risk signing up for the free trial to evaluate the content because reviewers claimed their money was taken despite cancellation.

[88] Not counting the 6th, as that was when Gliccit featured.

...or Holzkern, a watchmaker of at best moderate quality with poor customer support,[85][86][87] sponsored 4 times in the past, and so WillyMacShow is not doing his "due diligence" in checking whether his sponsors are "risky".

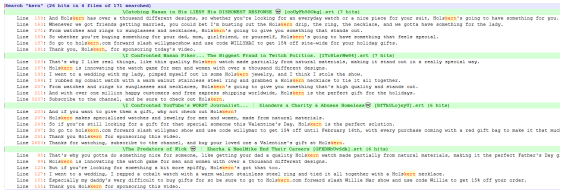


Figure 89: WillyMacShow advertising Holzkern.

Gliccit should also hold significant concern that WillyMacShow attempted to downplay the infamous Established Titles scam, implying that viewers should have known the product was a gimmick.[89]

```
66
00:03:37,383 --> 00:03:40,744
[WillyMacShow]: So you're saying the Scottish government doesn't recognize me as royalty? What a scam!

68
00:03:42,085 --> 00:03:47,548
[WillyMacShow]: The only way this could be considered a scam is if you're completely unaware of the business model, which has existed for ages.
```

Figure 90: WillyMacShow defends Established Titles.[89]

WillyMacShow's defence of Established Titles is contained within a video Gliccit is known to have watched, as he has posted multiple comments on said video.

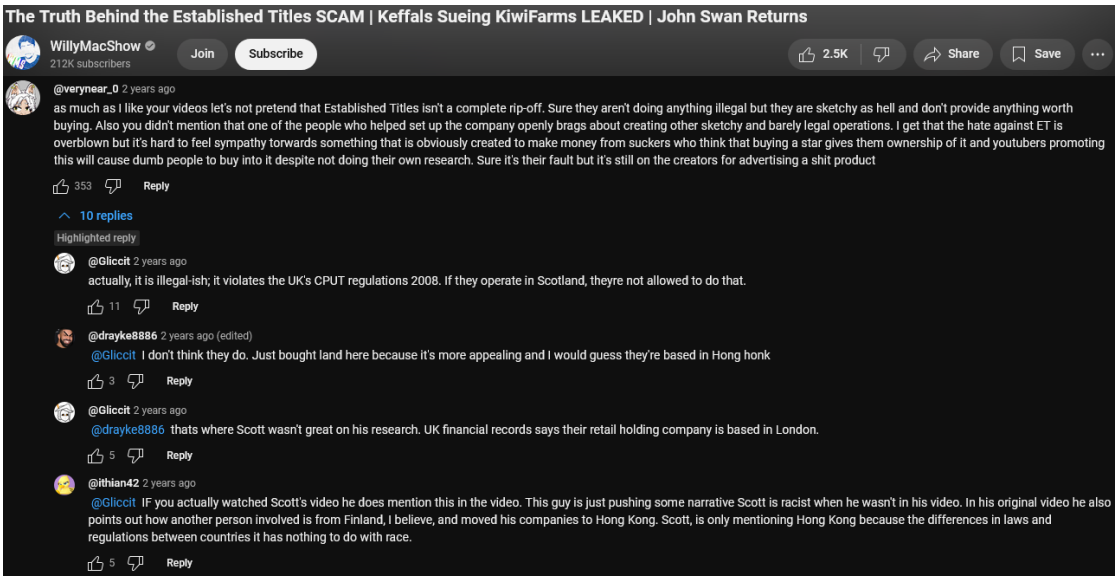

The Truth Behind the Established Titles SCAM | Keffals Sueing KiwiFarms LEAKED | John Swan Returns
WillyMacShow
212K subscribers
Join
Subscribe
2.5K
Share
Save
@verynear_0 2 years ago
as much as I like your videos let's not pretend that Established Titles isn't a complete rip-off. Sure they aren't doing anything illegal but they are sketchy as hell and don't provide anything worth buying. Also you didn't mention that one of the people who helped set up the company openly brags about creating other sketchy and barely legal operations. I get that the hate against ET is overblown but it's hard to feel sympathy torwards something that is obviously created to make money from suckers who think that buying a star gives them ownership of it and youtubers promoting this will cause dumb people to buy into it despite not doing their own research. Sure it's their fault but it's still on the creators for advertising a shit product
353
Reply
10 replies
Highlighted reply
@Gliccit 2 years ago
actually, it is illegal-ish; it violates the UK's CPUT regulations 2008. If they operate in Scotland, theyre not allowed to do that.
11
Reply
@drayke8886 2 years ago (edited)
@Gliccit I don't think they do. Just bought land here because it's more appealing and I would guess they're based in Hong honk
3
Reply
@Gliccit 2 years ago
@drayke8886 thats where Scott wasn't great on his research. UK financial records says their retail holding company is based in London.
5
Reply
@ithian42 2 years ago
@Gliccit IF you actually watched Scott's video he does mention this in the video. This guy is just pushing some narrative Scott is racist when he wasn't in his video. In his original video he also points out how another person involved is from Finland, I believe, and moved his companies to Hong Kong. Scott, is only mentioning Hong Kong because the differences in laws and regulations between countries it has nothing to do with race.
5
Reply

Figure 91: Gliccit comments on the potential illegality of Established Titles, and a reply suggests Gliccit didn't watch the opposition's video by *Scott Shafer* in its' entirety.[90]

[89] WillyMacShow would append an update in a later video backtracking his position due to significant backlash.[88]

But, of course, Gliccit does not hold those he actually likes to the same standards. When publishing an addendum to his 7-page report,[91] Gliccit cites a similar controversial low-quality sponsorship that Bowblax took, and then apologises to him in the footnotes for even bringing the controversy up.[90]

Scentbird comparisons

In typical Salvo fashion, an already-discussed point is rehashed pretty poorly in a haphazard, half-baked analysis. We are all aware of the Scentbird situation. The author was not involved in holding Bowblax to account due to a lack of presence in the community at the time. However, the author's opinions on that are not unknown- despite being a generally good person, Bowblax is not terribly good at due diligence.[10] The easiest way to see this is in action is through his twitter. For the record, Scentbird wasn't a scam. They had shipping and billing issues.[11]

[10] Sorry, Bowblax. Unfortunately, I can't defend you here; you should've caught that sponsor.
[11] Billing issues resemble those of Yours International, though this was not discussed much in the final report.

Figure 92: Gliccit claims he isn't defending Bowblax... while also providing defences for Bowblax.[91]

Around this time, WillyMacShow also took sponsorships from Scentbird multiple times. Perhaps the writing was on the wall that WillyMacShow *"is not terribly good at due diligence"*.

```
Search "scentbird" (14 hits in 2 files of 171 searched)
                                \Hasan is Unironically Stupid and Should QUIT Politics. [LN4WM-Qg7TQ].srt (6 hits)
    Line  119: Scentbird is a fragrance subscription service, and just like how Netflix lets you watch hundreds of TV shows and movies,
    Line  171: If you find something you really like, Scentbird will remember your previous purchases.
    Line  187: Scentbird is only a $16 a month subscription.
    Line  191: Instead of buying one nice bottle of cologne or perfume, you can get a whole year's supply of Scentbird and it'll be those same great brands.
    Line  207: Use Scentbird, save hundreds of dollars, get rid of those expensive half-used cologne and perfume bottles.
    Line  215: Thank you Scentbird for sponsoring this video.
                                \John Swan - How Lies Ruin Lives [27kG7UCFnqI].srt (8 hits)
    Line   15: And that's why I only tolerate one bird on YouTube, and that bird is Scentbird!
    Line   19: Scentbird is a fragrance subscription service, and just like how Netflix lets you watch hundreds of TV shows and movies, Scentbird allows you to r
    Line   83: Scentbird is only a $16 a month subscription.
    Line   87: Instead of buying just one nice bottle of cologne or perfume, you can get a whole year's supply of Scentbird and it'll be those same great brands.
    Line  103: Use Scentbird, save hundreds of dollars, get rid of those expensive half-used cologne and perfume bottles, and make sure the only bird you're groo
    Line  111: Thank you, Scentbird, for sponsoring this video.
```

Figure 93: WillyMacShow advertising Scentbird.

To expect Gliccit to vet every single sponsor WillyMacShow has taken would be unreasonable, but it seems fairly obvious Gliccit doesn't apply morals and ethics equally to everyone he interacts with. If it is beneficial to him, either professionally or personally, he is willing to turn a blind eye.

But since it's John Swan, someone Gliccit doesn't trust and is very invested in taking down, he makes up hypotheticals, e.g. that John Swan would've promoted the company even if John were fully aware of its' issues.

> Given we now know the company is in immediate risk of being dissolved (via the strike-off), this is highly unethical. John is now culpable as, even knowing of the strike-off, he is actively promoting the company by censoring vital consumer information. I propose that, given this, I don't think it'd matter if there was an outstanding strike-off, John would've promoted the company anyway. As we already know, he ignored the "accounts overdue" warning (provided he exercised due diligence, as he claims).

Figure 94: Gliccit just makes up scenarios to try and bolster his arguments.

[90] Gliccit now labels low-quality sponsorships as "Scentbirds", referring to the sponsorship Bowblax took.
[91] Gliccit's opinion of Bowblax has likely changed since their exile from the r/ClippedLive community.

Gliccit's crusade continued with him attempting to "warn" John Swan's viewers in the comments section of John Swan's video, defending his hostile actions with a sense of righteousness.

Aci ✓ 1 day ago
How is it even legal to not issue refunds by filing for Bancrupcy in the US..
25
REPLY
Hide 4 replies
Sanguinem De 4 hours ago
It's the same in the UK sometimes. Depends. I worked for a company that went bankrupt and we refused refunds
2
REPLY
Gliccit 3 hours ago
@Sanguinem De funny you should say that.
John's sponsor in this video has recently been served a strike-off notice by Companies House. If this goes through, the company will cease to exist in 2 months- at which point ...
REPLY

Figure 95: Gliccit would attempt to spread word directly on John Swan's video, however Gliccit's comments were hidden.[92] [93]

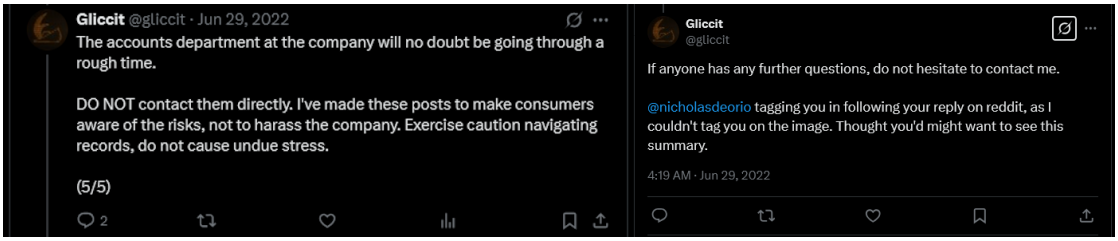

Gliccit @gliccit · Jun 29, 2022
The accounts department at the company will no doubt be going through a rough time.
DO NOT contact them directly. I've made these posts to make consumers aware of the risks, not to harass the company. Exercise caution navigating records, do not cause undue stress.
(5/5)
2
Gliccit
@gliccit
If anyone has any further questions, do not hesitate to contact me.
@nicholasdeorio tagging you in following your reply on reddit, as I couldn't tag you on the image. Thought you'd might want to see this summary.
4:19 AM · Jun 29, 2022

Figure 96: Gliccit claims his investigation is for the consumer.

Of course, Gliccit has no true interest in morals. He only weaponises them when useful; Gliccit would find reaction content abhorrent and refuse to watch it if ethics and morality were at his core values.

Gliccit would also not have contacted WillyMacShow to feature as a data analyst, after having seen how he attempted to downplay Established Titles, holding an apparent lack of care for the quality of sponsorships he has taken.

If Gliccit did actually care about morals and ethics, then he pushed them aside to leverage an attack on DarkViperAU after having unsuccessfully attempted to debunk DarkViperAU's arguments against react content for years.

[93] Gliccit believes these were manually hidden by John Swan, however Gliccit's replies have also sometimes been hidden without moderation action on DarkViperAU's channel.

[93] The uncropped version of this screenshot lists Gliccit's YouTube as **GB**, which is one of many examples of Gliccit highlighting his UK residency.

I find it difficult to take this situation even remotely seriously. Gliccit's writing style in this document is stilted and pretentious, having seen this as an opportunity to attack an influencer he didn't like, while also stepping forward into the commentary scene as some sort of analytical hero that could help expose the "truths" in future controversies.

This is supported by a comment Gliccit left on a Turkey Tom video 6 months prior, where Gliccit references his desire to join the commentary scene while Turkey Tom refutes John Swan's belief that the commentary community is dying out...

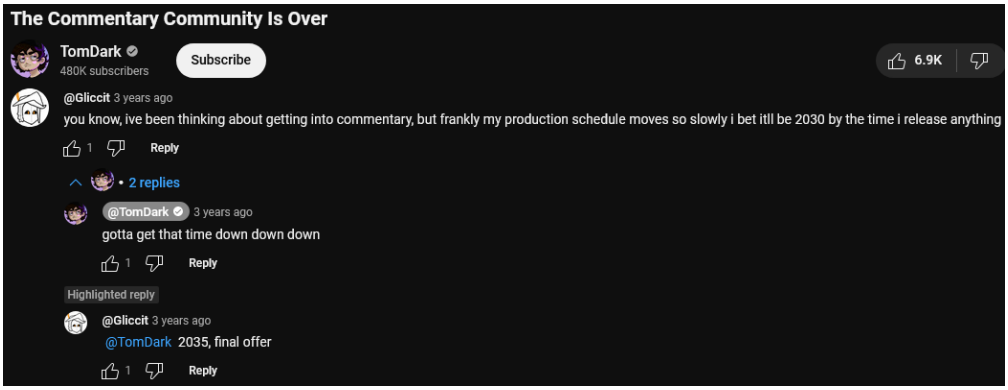


Figure 97: Gliccit wants to get into the commentary scene but lacks the free time.[93]

...and after publishing his addendum document on the 1st of January 2023, also uploading a retrospective of the entire saga in audiobook format.[94]

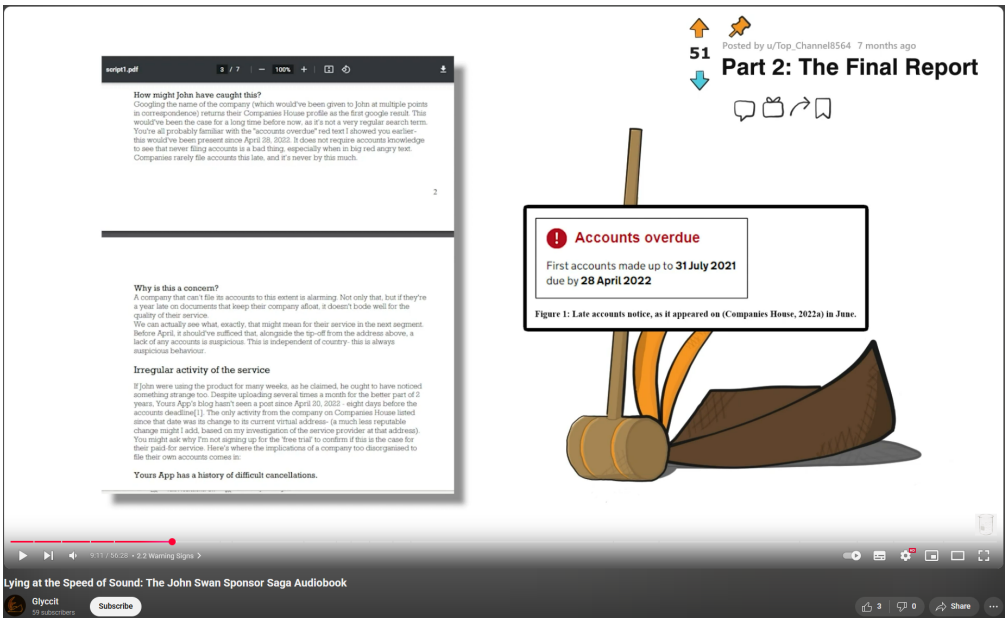

How might John have caught this?
Why is this a concern?
Irregular activity of the service
Yours App has a history of difficult cancellations.
51
Posted by u/Top_Channel8564 7 months ago
Part 2: The Final Report
Accounts overdue
First accounts made up to 31 July 2021
due by 28 April 2022
Figure 1: Late accounts notice, as it appeared on (Companies House, 2022a) in June.
Lying at the Speed of Sound: The John Swan Sponsor Saga Audiobook
Glyccit
Subscribe

Figure 98: An addendum to an addendum.

4.3.2 Power of dissemination

Gliccit made multiple attempts through various means to bring attention to John Swan's sponsor, having directly shared his document with various commentary influencers he is known to have liked (Nicholas DeOrio and AugieRFC, obviously).[94]

When Gliccit reflected on the situation, he was amusingly open to the fact that the report did more damage because Nicholas DeOrio and other commentary figures read through it.

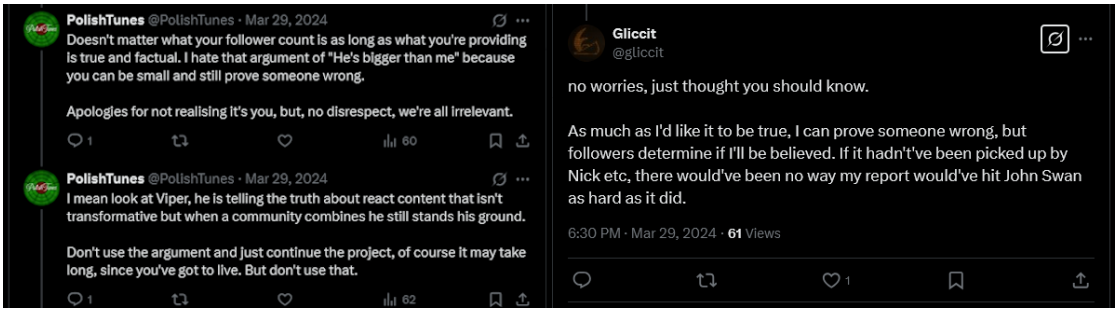

PolishTunes @PolishTunes · Mar 29, 2024
Doesn't matter what your follower count is as long as what you're providing is true and factual. I hate that argument of "He's bigger than me" because you can be small and still prove someone wrong.
Apologies for not realising it's you, but, no disrespect, we're all irrelevant.
PolishTunes @PolishTunes · Mar 29, 2024
I mean look at Viper, he is telling the truth about react content that isn't transformative but when a community combines he still stands his ground.
Don't use the argument and just continue the project, of course it may take long, since you've got to live. But don't use that.
Gliccit
@gliccit
no worries, just thought you should know.
As much as I'd like it to be true, I can prove someone wrong, but followers determine if I'll be believed. If it hadn't've been picked up by Nick etc, there would've been no way my report would've hit John Swan as hard as it did.
6:30 PM · Mar 29, 2024 · 61 Views

Figure 99: Gliccit engages in a thread relating to the size difference of himself and DarkViperAU.[95] [95]

Reception to Gliccit's addendum document was mixed,[96] however it appeared successful enough that Gliccit opened commissions for ghostwriting for commentary YouTubers.

Gliccit
@gliccit
Following Doc's positive reception to my document, I've decided to publicly state I am accepting select ghostwriting, collaborative writing and script/doc editing requests.
Availability and rates variable, contact directly for a quote.
4:03 PM · Jan 3, 2023 · 105 Views

Figure 100: Gliccit announces that he is open to ghostwriting. [96]

This sets in place the final piece of the puzzle defining Gliccit's motivations for contacting WillyMacShow. Following the success of his attack on John Swan, Gliccit wished to repeat this tactic against DarkViperAU, aiming to become, at least in some sense, a shadow writer for WillyMacShow's series.

[94] Nicholas DeOrio doesn't keep archives making recovery difficult, and AugieRFC's coverage appears to have been as part of a members-only stream.

[95] Gliccit has deleted this comment since its capture on 9th of March 2025. Either Twitter is falling apart or Gliccit is actively removing tweets that make him look bad.

[96] Nicholas DeOrio scoffed at the length of the addendum, labelling it "psychotic" and refusing to read it, where AugieRFC and others were more positive.

Gliccit's blind devotion to those he likes is hilariously demonstrated when WillyMacShow would later provide lazy retrospective of the feud between Gliccit and John Swan.

In one of his videos, WillyMacShow constructed a broad narrative that John Swan's controversies were overblown, and that John should return to the commentary scene.

```
268
00:14:00,253 --> 00:14:02,954
[John Swan]: I took a sponsor for a video for an app called Yours App.

270
00:14:05,291 --> 00:14:14,560
[John Swan]: And the day after I did that sponsor, some person dug up some UK government record
 that they had been late to filing their taxes,and in three months, their name would be struck off the company register.

273
00:14:22,018 --> 00:14:25,022
[John Swan]: This was a big controversy, and everyone started calling this out.

274
00:14:25,122 --> 00:14:25,362
[WillyMacShow]: Who? I've never heard of this. I can't even find a single video of someone talking about it.
```

Figure 101: WillyMacShow does little research into who dug up the UK financial records of YoursApp, claiming it wasn't a big deal. [89]

Gliccit would vocalise his disappointment of WillyMacShow's lack of research on the topic. Gliccit likely would have revelled in a feature of his efforts at this time, but it seems that WillyMacShow had already decided on a narrative for this segment, resulting in a wilful disregard of facts of the case.

The Truth Behind the Established Titles SCAM | Keffals Sueing KiwiFarms LEAKED | John Swan Returns
WillyMacShow
212K subscribers
Join
Subscribe
2.5K
Share
Save
Highlighted comment
@Gliccit 2 years ago
I'm the one who made the John sponsor report- Willymac, this was on afterhours twice and all over twitter at the end of June 2022.
You were looking in the wrong place; I wrote a 7 page PDF written report. Augie held a mini-interview during Bunk's community stream a few days ago about that segment- FYI John lied through that bit too.
1
Reply

Figure 102: Gliccit is disappointed WillyMacShow didn't do good research.[97]

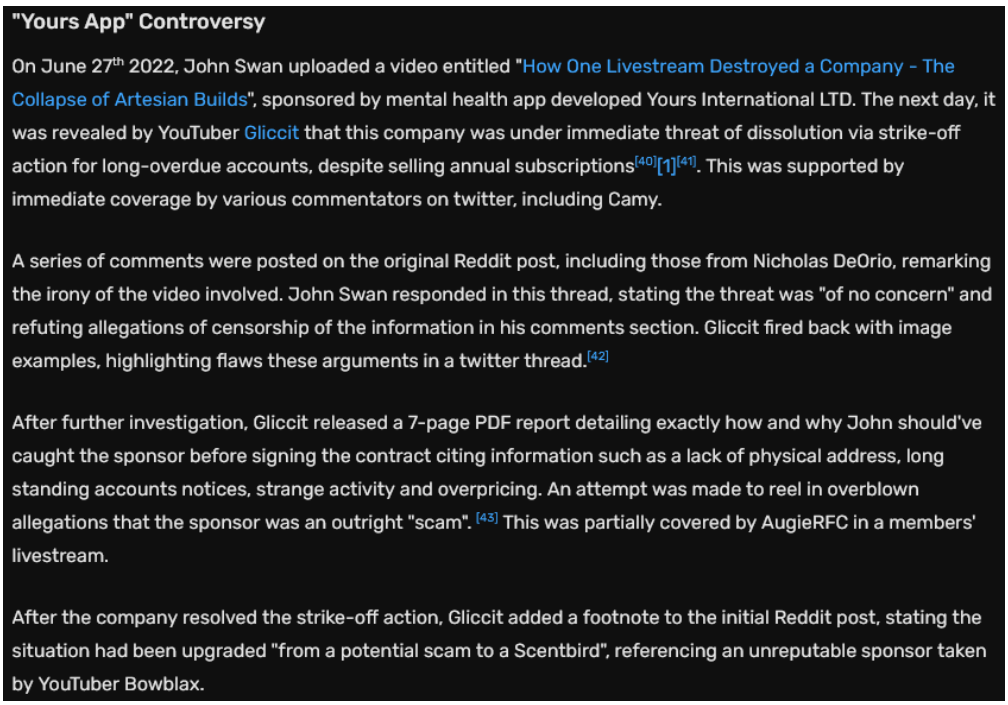
Having directly witnessed how apathetic WillyMacShow performed here, I find little sympathy for the situation Gliccit finds himself in now.

Gliccit has observed for himself, for years, that the people he engages with are grifters, whose main concern is money, never truth, with integrity only existent when it benefits their bottom line.

I have never personally seen someone with such a high skill-set so willingly bury their head in the sand for this long.

4.3.3 Leaving a mark

The theory that Gliccit wished to attack John Swan can be cemented further, as Gliccit attempted to append details of his efforts to the "Controversy" section of John Swan's Wikitubia page.



"Yours App" Controversy

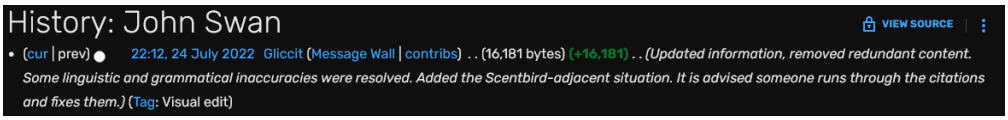
On June 27th 2022, John Swan uploaded a video entitled "How One Livestream Destroyed a Company - The Collapse of Artesian Builds", sponsored by mental health app developed Yours International LTD. The next day, it was revealed by YouTuber Gliccit that this company was under immediate threat of dissolution via strike-off action for long-overdue accounts, despite selling annual subscriptions[40][1][41]. This was supported by immediate coverage by various commentators on twitter, including Camy.

A series of comments were posted on the original Reddit post, including those from Nicholas DeOrio, remarking the irony of the video involved. John Swan responded in this thread, stating the threat was "of no concern" and refuting allegations of censorship of the information in his comments section. Gliccit fired back with image examples, highlighting flaws these arguments in a twitter thread.[42]

After further investigation, Gliccit released a 7-page PDF report detailing exactly how and why John should've caught the sponsor before signing the contract citing information such as a lack of physical address, long standing accounts notices, strange activity and overpricing. An attempt was made to reel in overblown allegations that the sponsor was an outright "scam". [43] This was partially covered by AugieRFC in a members' livestream.

After the company resolved the strike-off action, Gliccit added a footnote to the initial Reddit post, stating the situation had been upgraded "from a potential scam to a Scentbird", referencing an unreputable sponsor taken by YouTuber Bowblax.

Figure 103: The content that Gliccit added to John Swan's Wikitubia page.



History: John Swan VIEW SOURCE

• (cur | prev) 22:12, 24 July 2022 Gliccit (Message Wall | contribs) . . (16,181 bytes) (+16,181) . . *(Updated information, removed redundant content. Some linguistic and grammatical inaccuracies were resolved. Added the Scentbird-adjacent situation. It is advised someone runs through the citations and fixes them.)* (Tag: Visual edit)

Figure 104: The history log noting Gliccit's addition. [98][97]

Do I have to explain how reprehensible and unprofessional this is? How arrogant Gliccit is behaving here, that he thinks it's acceptable to self-insert a nothing-burger drama **he** created into someone else's history?[98]

If Gliccit were interested in only detailing the event and not looking to benefit himself, he would not have linked to his own Wikitubia page and directly mentioned himself multiple times. Gliccit was unsatisfied that his investigative efforts had little effect, and wanted John Swan mired further in controversy.

[97] Due to a broken history chain, Gliccit's addition appears to have been the entire page. The correct addition is actually **(+1870)**, which was noted in Gliccit's addendum.

[98] Not explicitly detailed in this document was that the sponsor resolved their accounts over the coming days.

Finally, when John Swan moved to have his Wikitubia page deleted (having already exited the commentary scene at this point), Gliccit can only gloat.

> (Wikitubia, 2022b), it is hence presumed the activity log discord bot runs with a 1-hour delay. It is hence established this is not a specific targeting of John but was part of a larger update of YouTuber pages.
>
> On 25th July 2022 at 09:41 (GMT), a deletion request by John Swan was executed. This was a mere 11 hours and 29 minutes after the initial edit. This is including moderator response time; talk about rent-free! At 14:12 GMT, the author was made aware of this deletion when updates were being written for the Reddit post, leading to Edit 3 of (Gliccit, 2022b) around the same time.

Figure 105: Gliccit defends himself in his addendum; as he was editing multiple different articles, the addition was not targeted.

Gliccit. I cannot emphasise enough how genuinely insane you look here doing all this. This is not normal behaviour, and if you think that, you have spent too much of your life obsessing over internet drama.

4.3.4 History repeats, results differ

Gliccit prepared his introduction to the commentary scene through criticism of John Swan, his skills as an internet statistician convincing enough to his inner circle.

John Swan's exodus demonstrated to Gliccit the power of leveraging drama-commentary influencers to broadcast attacks, and disseminate beliefs; by appearing as confident, professional and intelligent, Gliccit could act as an authoritative figure to the uninformed, mutually benefiting himself and those he worked with.

Seeing WillyMacShow's desire to produce a video relating to DarkViperAU, Gliccit saw an opportunity to begin his long-awaited revenge against DarkViperAU for condemning react content, pushing aside any morals to work with someone he personally witnessed as dishonest and lazy.

In doing so, Gliccit would finally be able to present the already refuted arguments he has held for years. Reality has come crashing down on his work, his reputation as a competent statistician tarnished.

Unable to accept that the outcome was not in his favour, Gliccit has continued to defend his work for months after its' poor reception, which he likely will continue for the rest of time.

5 Conclusion

DarkViperAU successfully striking a commentary video Gliccit felt every right had to exist left him vexed; he would either have to accept he spent a significant amount of his life ignorantly wrong about react content, or double down against a 'malicious and abusive' creator exercising his legal rights.

Gliccit has spent literally years arguing with anyone who claims reaction content is harmful. He will sidestep, ignore, or otherwise raise his own standards when presented with counterarguments. He is not above obscuring his own motivations to appear neutral, or to gain a foothold in powerful positions.

Fearing DarkViperAU's successful DMCA takedown could spark a second crusade against react content, Gliccit felt his hand forced, and so contacted WillyMacShow to be featured in his series.

As Gliccit attempted to project his arguments to the rest of the world, he has found scrutiny from the rest of the world. Some **did** in fact understand DarkViperAU's arguments, and so outside of the commentary bubble he frequents, Gliccit failed to convince many.

Gliccit's warped perception of the react content debate has led him down a path of delusion most did not follow. His ignorance masquerades as confidence; Gliccit's future statements surrounding react content should be treated with scepticism and caution.

Gliccit has provided literally nothing of use or value to the react content debate, only wishing to find arguments that benefit his personal interests.

Gliccit
@gliccit
I offered WillyMac my archives, and for that DarkViper promises bad-faith replies. I've listened, I've watched, evaluated and archived tens of hours of content as DV demands his critics do, and I'm not convinced.
10:32 AM · Mar 29, 2024 · 172 Views
1
3

Figure 106: Gliccit defends his actions, remaining unconvinced. [99]

5.1 Summary

Gliccit's skills as a statistician have failed him, unable to produce a sample size worth discussing by most. He has proposed a normalisation method producing entirely contrary results, even when evaluated against his own data set.

Gliccit has suggested a nonsensical aggregation selection attempting to class **all** reactions as beneficial, which is both deluded and dangerous.

Gliccit rushed his analysis through to WillyMacShow resulting in embarrassing, if not suspicious errors that he and WillyMacShow still remain silent on months later.

Gliccit's findings do not even pass the most basic of economical and ecological comparisons, highlighting a lack of understanding in the interactions Gliccit is attempting to model.

Gliccit fundamentally misses any attack on DarkViperAU's arguments, which Gliccit claims to have understood in full. Instead, he appears to have hyper-focused on a Reddit comment from DarkViperAU, which Gliccit has misinterpreted for several years.

If Gliccit were intelligent, he would have realised his own flaws years ago and moved on with his life. Instead, he has remained lurking in comment sections and debate threads trying to convince anyone that DarkViperAU's arguments were bogus, and the react content he likes is special.

As much as he will hate to be labelled as such, Gliccit is quite literally the definition of an unhinged contrarian.

Gliccit
@gliccit
The problem would be the fallout from this and how Ethan comes across to the average viewer (and whether that can be leveraged by another youtuber in an anti-react video).
If DarkViper uses this, I'm going to have to do a lot of work trawling through 50 billion hours of rambling
4:32 AM · Aug 8, 2023 · 96 Views

Figure 107: Add this one to the pile, Gliccit. See you in 2035. [100] [99]

[99] For context, Gliccit is referring to a live debate that was scheduled between xQc and Ethan Klein (which would devolve into xQc doing the worm on stream), and how if DarkViperAU leveraged the potential fallout of this event, Gliccit would have a lot more work to do.

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6 Appendix A: Data source and collection

Gliccit's unwillingness to publish raw data acquired for his analysis posed a problem for certain counterarguments, as some flaws were most appropriately examined using real data.

Furthermore, as the review would require a considerable amount of time to perform, there existed the risk if contacting the channels Gliccit reviewed, that they would affect the investigation by "leaking" that scrutinisation was being performed.

As such, alternative methods were used to obtain information. Specifically, a Selenium WebDriver script was created to scrape information from **https://viewstats.com**, a 3rd-party YouTube analytics provider founded by *Mr Beast*.

There seemed no free publicly accessible API to query video data for ViewStats. Instead, the site was crawled automatically,[100] and the view count graph's (x, y) points were extracted from the web browser's memory.[101] [102]

```
def extract_video_view_metrics(web_driver: webdriver):
    chart_component = web_driver.find_element(By.CLASS_NAME, "echarts-for-react ")
    react_key = find_react_key(chart_component, web_driver)
    if react_key:
        metrics = web_driver.execute_script(
            f"return arguments[0].{react_key}.return.stateNode.props.option.series;",
                chart_component)
        for metric in metrics:
            if metric.get('name') == "MainData":
                return metric.get('data')
    return None
```

Listing 1: A Python function that parses the webpage front-end's React state, which contains data points for each view curve. To prevent misuse, the full project is unavailable.

[100] Albeit slowly, to prevent hitting rate limits.

[101] The internal API that *viewstats.com* uses is encoded / encrypted and their JavaScript code packed, and so would have been more difficult to reverse engineer.

[102] On occasion additional data was present in the graphs, such as timestamps of thumbnail or title changes. These were not scraped.

It was assumed due to the format of the numbers in each array, that the x axis was in dimension of days, with precision considerably higher, likely in seconds. For example, the value "3.6312384259" would be interpreted as 3 days, 15 hours, 8 minutes, and 59 seconds.[101]

The y axis appeared to be whole numbers equal to the exact total view count (no rounding).

X	0.6290972222222222	1.6399421296296297	2.6301851851851854	3.631238425925926	4.6303935185185185
Y	135,672	184,104	202,541	215,003	223,687

Table 9: Raw data scraped from the ViewStats graph of a DarkViperAU video.[102]

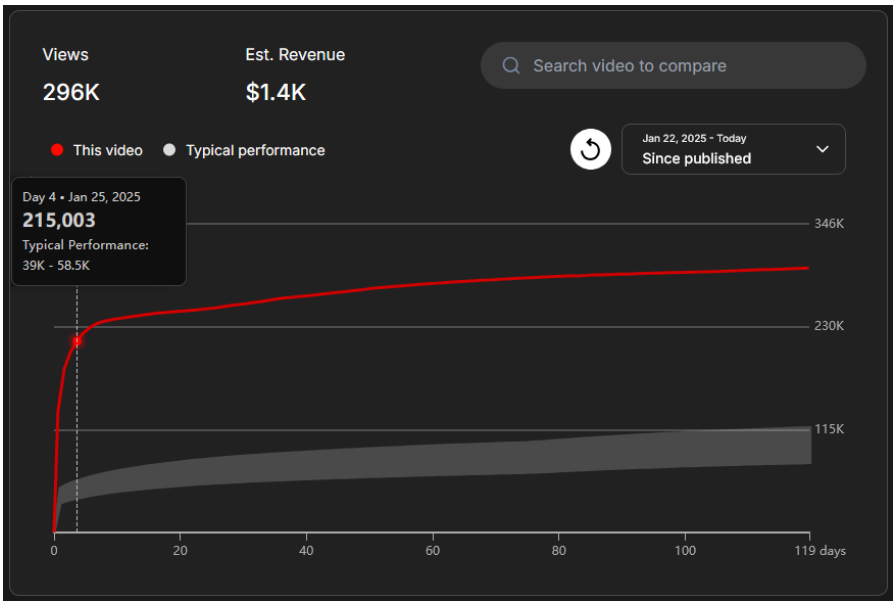

Figure 108: The data from Table 9 as visible on ViewStats. The overlay performs rounding on the x value; its internal precision is significantly higher.

This process resulted in the collection of 137 videos from Internet Anarchist's channel.

7 Appendix B: Data validation and rejection

Visible in Table 9, the times at which a video's total views have been recorded is not exactly at 24-hour intervals after release, as is necessary to replicate Gliccit's method. To account for this, interpolation was performed to approximate how many views the video would have possessed at the desired 24-hour intervals.

Multiple interpolation methods are possible here. The only requirement is that the interpolant maintain monotonicity,[103] else the total view count may perform impossible behaviours such as decreasing in views.

Due to most videos containing frequent data samples, especially in the critical region where the video was gaining the most views per day, linear interpolation was chosen. It is unknown whether there exists any sort of "momentum" of viewers that could be approximated and allow for more suitable interpolation. Testing indicated the results did not significantly vary when selecting more advanced methods such as PCHIP. [103]

```
import numpy as np

def generate_monotone_interpolants(array):
    x_values = np.arange(0, array[-1,0])

    linear_interp_y = np.interp(x_values, array[:,0], array[:,1])
    linear_interp = np.column_stack((x_values, linear_interp_y))

    return linear_interp
```

Listing 2: A Python function that leverages the NumPy library to generate points on 24-hour intervals.

Uncertainty analysis was not performed for the interpolation process itself, however may be necessary if data collected from ViewStats is to be used for statistical findings. Demonstrated in this document, the inclusion of real data was to highlight fundamental flaws in Gliccit's analysis, and that the flaws present should have been discovered by Gliccit themselves.

ViewStats is a relatively new platform for recording video metrics (early 2024), and so does not contain accurate measurements for historical videos. Historical data was likely scraped from competitors who weren't as diligent.

Gliccit's method is sensitive to the maximum view count a video recorded. This value will almost certainly have occurred within the first day, and so is paramount that accurate recordings are supplied within the first few days. If this concern is ignored, Gliccit's maximum views per day value (and therefore, the amount of normalisation performed) would be underestimated.

Furthermore, as these videos were to be evaluated at their "tails" (see Section 3.2), the videos needed to be of a certain age such that their VPD curves would contain a tail. Additionally, a sanity check ensuring that the total view count always increased between measurements was performed.

[103] Monotonic data is that which is always increasing, or always decreasing, and does not swap between the two. Since a total view count can never go down, it must be monotonically increasing.

```python
def identify_bad_data(data):
    bad = []

    for key in data.keys():
        flag = BadFlags.OKAY

        entry = data[key]
        raw_views_data = entry['raw_views_data']

        # FLAG 1: Video does not have metrics for up to 80 days
        if raw_views_data[-1, 0] < 80:
            flag |= BadFlags.VIDEO_NOT_OLD_ENOUGH

        # FLAG 2: Video's first recording is greater than 48 hours (2 days)
        if raw_views_data[1, 0] > 2:
            flag |= BadFlags.MISSING_EARLY_DATA

        # FLAG 3: At any point within the first week, it takes more than 32 hours to
            record a metric
        x = raw_views_data[:, 0]
        first_7_days = x[x <= 7]
        delta = np.ediff1d(first_7_days)
        if any(delta > 1.5):
            flag |= BadFlags.NOT_ENOUGH_EARLY_DATA

        # FLAG 4: Video's total views somehow decreased
        y = raw_views_data[:, 1]
        delta = np.ediff1d(y)
        if any(delta < 0):
            flag |= BadFlags.NEGATIVE_VIEWS_PER_DAY

        if flag:
            bad.append((key, flag))

    return bad
```

Listing 3: A Python function that validates and then returns a list of videos that fail the given sanity checks. BadFlags.OKAY is equivalent to False, in that there were no bad flags for the given video.

This resulted in rejections for the following reasons:

Reason	Rejections
MISSING_EARLY_DATA	22
VIDEO_NOT_OLD_ENOUGH	17
NOT_ENOUGH_EARLY_DATA and MISSING_EARLY_DATA	15
NOT_ENOUGH_EARLY_DATA	7
NEGATIVE_VIEWS_PER_DAY	1
Total	62

Table 10: From the 137 videos collected, 62 were rejected, leaving 75 for subsequent analysis.

I found it surprising yet vindicating that there in fact existed a video in the data set that included an error. Although it was easier to reject the video immediately, upon inspection it appears only a single measurement was incorrect.

One could have perhaps deleted this single measurement, and kept the rest of video's data instead.

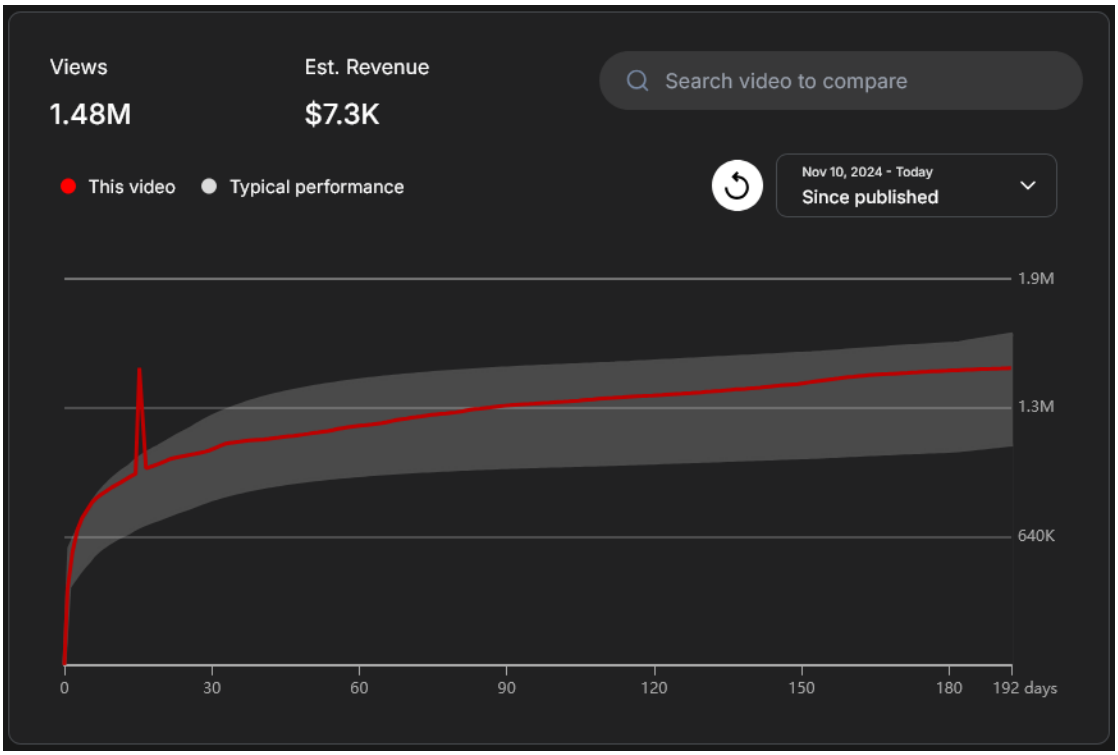

Figure 109: The view curve for the single video that contained an error.[104]

8 Appendix C: Uncertainty analysis of view rate tails

Gliccit could've asked any of the YouTubers he reviewed whether they believed the maximum views per day their videos received correlated to long-term views. If their repertoire were significant, they would possess the personal experience to inform Gliccit that this presumption was false.

However, Gliccit doesn't seem convinced by personal arguments, instead desiring statistics, and so I am forced to prove him incorrect in a manner comprehensible to both Gliccit and casual readers.

To suggest Gliccit's analyses were of low standards, I chose Internet Anarchist's channel as the data source; if Gliccit were truly diligent, he would've performed a similar test and identified his normalisation procedure faulty.

A narrative consistent throughout this critique was that Gliccit took very few measures to appropriately verify his assumptions.

As such, I took all of Internet Anarchist's videos of which there existed good, sufficient data (as detailed above, 75) and applied a sliding window average with an initial position locked at 30 days, and the final position varying.

I calculated the uncertainty in the average σ of this window for **each** of the 75 videos, given the finishing position of the window.[104] This method is similar to Equation 4, however the input data is different. Instead of averaging vertically across all videos, I average horizontally **per** video.

[104]The value of the average itself was not calculated, as it would be immediately disregarded.

30 days to...	32 days	33 days	34 days	35 days	36 days	37 days	...	147 days	148 days	149 days
σ of μ for Video A	97	92	89	116	130	117		78	77	76
σ of μ for Video B	928	536	504	495	454	392		83	83	82
σ of μ for Video C	971	2,484	2,047	1,805	1,554	1,399		915	909	904

Table 11: Raw values of some of the uncertainty curves.

This resulted in a total of 75 curves, where the x-axis is the value of the end of the average window, and the y-value is the uncertainty of that window.

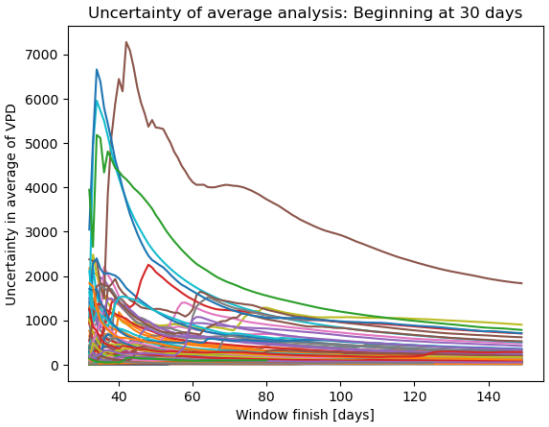

Figure 110: All curves overlayed.

These results make sense intuitively. Initially, the VPD values within the window are fluctuating by a couple thousand viewers each day, and so the uncertainty increases as the window becomes larger, as it encapsulates more variation.

As the window becomes even larger, the values do not fluctuate further; the uncertainty curves subside as the average stabilises, and so all of the variation in the tail has been encapsulated.

Averaging every uncertainty together then allows us to select the best possible window that will minimise fluctuation for all view curve tails.

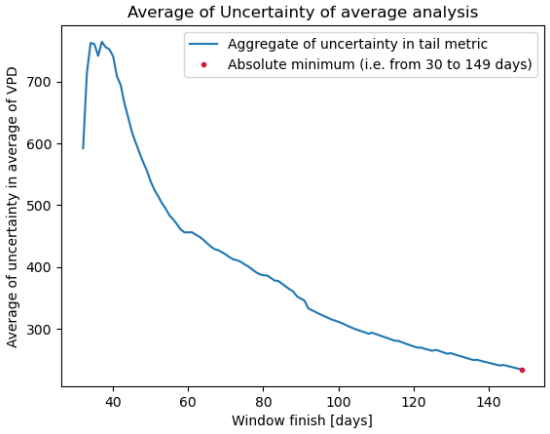

Figure 111: All uncertainty curves averaged together, and the absolute minimum solved.

This again, makes sense intuitively. The bigger the window encapsulating a stable measurement, the more confident we can be of the average value. The least volatile average occurs when taking the window to be between 30 and 149 days after release.

Now, let's repeat the exact same process, but performing Gliccit's VPD normalisation procedure first.

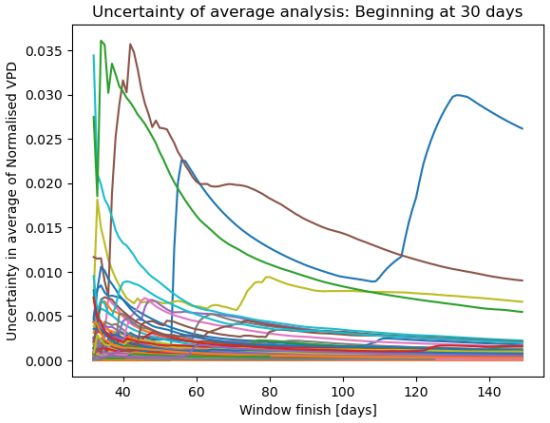

Figure 112: The same curves as Figure 110, however every view rate has been normalised as per Gliccit's method.

The fault of Gliccit's normalisation procedure rears its ugly head again, as videos containing small maximum VPDs have their view rates magnified, and so need to be considered carefully. The anomalous blue view curve **did** exist in the original graph, however its absolute value was too small to be noticed.

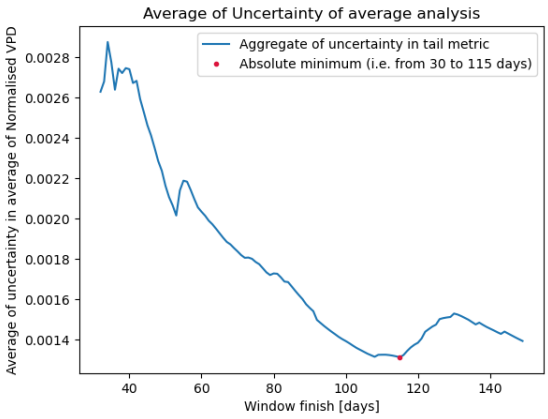

Figure 113: Averaging all normalised uncertainty curves, and again solving for the absolute minimum.

When attempting to locate the most stable window for normalised uncertainties, our results are not so intuitive. The curve still exhibits some expected features, however there exists a spike due to the normalisation procedure exacerbating videos with a low maximum view rate, and so the most stable measurement is actually between 30 and 115 days.

This is yet another case of Gliccit's normalisation procedure producing unintuitive and contradictory results.

Given that the uncertainty of the average using non-normalised values was a local minimum at 115 days, the window between 30 and 115 days is the best selection minimising the variation in both absolute and normalised view curve tails.

Therefore, I concluded the investigation, and utilised a window between 30 and 115 days to produce Figure 32.

As an addendum, I initially performed a similar test without any consideration for the window size by simply taking the final 40% of the collected data. The results were basically the same, however I later revised this procedure after understanding the risks in Gliccit's normalisation, which were vindicated upon finding the largest window size was not necessarily the most stable.

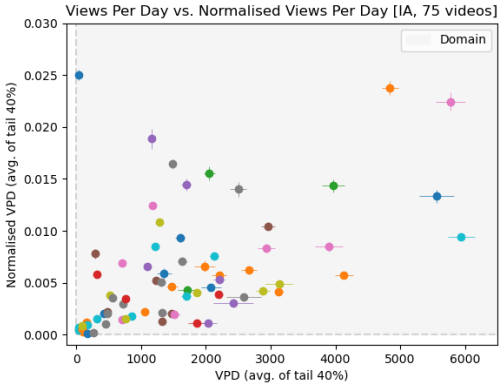

Figure 114: The original correlation test, which I concluded not rigorous enough. It was possible I simply chose an unreasonable window, and so was not presented.

9 Appendix D: Pixel manipulation of standard deviations

As mentioned in earlier sections, the probability distribution Gliccit chose is symmetrical around the mean μ. In order to confirm whether Gliccit calculated their distributions correctly, I came up with an idea to edit Gliccit's figure using code.

First, the shaded distribution was selected using Photoshop's "Magic Wand" tool, then exported as a PNG file, which supports transparency / alpha channels.

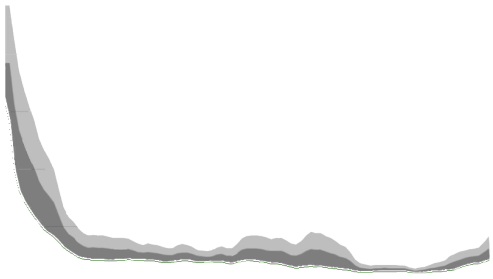

Figure 115: The image after selection. A green pivot line was also added to verify the image flipped correctly.

Then, a green "pivot line" was used as the pivot position for each column of pixels.

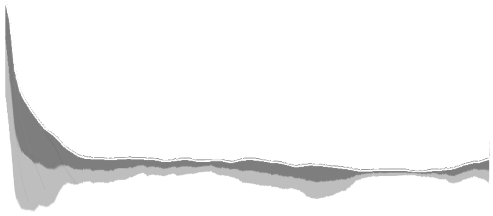

Figure 116: The derived lower standard deviations of Gliccit's figure.

This was performed using a rudimentary script. The result of the derivation need not be perfect (only enough to prove Gliccit's calculation wrong), and so advanced techniques such as anti-aliasing were not considered.

```
from PIL import Image

def main_with_pivot_line():
    file_in = "Graph 1 2 Standard Deviation With Pivot Line.png"
    file_out = "Graph 1 Both Standard Deviations Derived.png"
    input_image = Image.open(file_in)
    pixel_map = input_image.load()
    width, height = input_image.size
    PIVOT_R, PIVOT_G, PIVOT_B = [64, 174, 39]
    for x in range(width):
        ppb_x, ppb_y = None, None # pivot point bottom x, pivot point bottom y
        ppt_x, ppt_y = None, None # pivot point top x, pivot point top y (where the
            distribution actually starts
        for y in range(height - 1, -1, -1): # we're going bottom to top
            r, g, b, a = pixel_map[x, y]
            if a > 0 and r == PIVOT_R and g == PIVOT_G and b == PIVOT_B:
                ppb_x, ppb_y = x, y
                continue # found the "pivot point"
            if a > 0:
                ppt_x, ppt_y = x, y # found the start of the shaded area (the
                    distribution)
                break
        if all([ppb_x, ppb_y, ppt_x, ppt_y]):
            for y in range(0, ppt_y): # from top until shaded area ends
                additional_shift = ppb_y - ppt_y # how far between shaded area and pivot
                    line
                distance = ppt_y - y # how far from pivot
                assert distance > 0, "somehow went past pivot point"
                above = input_image.getpixel((x, y))
                try:
                    input_image.getpixel((x, y + distance * 2 + additional_shift)) # same
                        distance *under* the pivot
                except IndexError as e:
                    # probably not a big deal, we just can't swing this pixel around else
                        it would go off the page
                    if above[3] > 0: # this pixel wasn't transparent
                        logging.warning(f"Could not pivot {above} around {(ppb_x, ppb_y)}"
                                        f"due to result being out of range")
                    continue # try the pixel below
                # else, swap the pixels around
                input_image.putpixel((x, y + distance * 2 + additional_shift), above) #
                    swing the top pixel around to the bottom
                input_image.putpixel((ppb_x, ppb_y,), (0, 0, 0, 0)) # delete the green
                    pivot pixel
                input_image.putpixel((x, y), (0, 0, 0, 0)) # delete the pixel above now
                    that we swung it around
        else:
            logging.debug(f"No non-transparent pixels along x={x}")
    # we've scanned horizontally through the entire image, time to save
    input_image.save(file_out)
    return
```

Listing 4: A Python function leveraging the Pillow library to translate pixels around the pivot line.